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14th Annual Small Business Conference

“Small Business & The Military: Success Through Partnership”

17 - 18 November 2010

McLean, VA

[Agenda](#)

GENERAL SESSIONS – WEDNESDAY THROUGH THURSDAY

BREAKOUT SESSIONS - SPECIAL INTEREST TOPICS:

- TIPS AND OPPORTUNITIES AVAILABLE FOR SMALL BUSINESSES, Mr. Jim Regan, Executive Director, Procurement Technical Assistance Program, George Mason University
- SMALL BUSINESS INNOVATIVE RESEARCH (SBIR) OPPORTUNITIES, Mr. M. John Smith, Program Manager, SBIR, U.S. Army Research, Development and Engineering Command
- PREPARING YOUR PROPOSALS TO WIN MORE CONTRACTS, Mr. Robert Spitzbarth, Procurement Analyst, Acquisition Center, U.S. Army Tank-Automotive and Armaments Life Cycle Management Command
- INDUSTRY PARTNERSHIP OPPORTUNITIES WITH AMC, Mr. Alan Lee, Team Leader, Industrial Base Capabilities Division, G-4, HQ AMC
- ENHANCING YOUR BUSINESS OPPORTUNITIES THROUGH ORGANIZATIONAL BRANDING AND STRATEGIC COMMUNICATIONS, Ms. Janet Chihocky, Founder & CEO, JANSON Communications
- IT AND PROFESSIONAL SERVICES BUSINESS OPPORTUNITIES, Ms. Karen Baker, Assistant Associate Director, Office of Small Business Programs, National Capitol Region Contracting Center (NCRCC)

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KEY BENEFITS OF ATTENDING:

- ▶ Learn firsthand about available business opportunities with government and leading large businesses
- ▶ Exchange information and ideas directly with senior leaders of government and small business
- ▶ Meet government decision makers who set policies and conduct acquisitions
- ▶ Small businesses: Discuss opportunities with DoD, SBA, VA and Large Businesses

14th Annual Small Business Conference

*SMALL BUSINESS & THE MILITARY:
SUCCESS THROUGH PARTNERSHIP*

NOVEMBER 17-18, 2010
WWW.NDIA.ORG/MEETINGS/1430

HILTON McLEAN TYSONS CORNER ▶ McLEAN, VIRGINIA

EVENT #1430

14TH ANNUAL SMALL BUSINESS CONFERENCE

OBJECTIVE & SCOPE

Providing for the Nation's security requires an effective partnership between the military and the small business community. Small business is "big business" in the U.S. Military Services.

This conference brings together leaders of the industry small business community and the government (Small Business Administration, Department of Defense and Veterans Administration) to discuss timely topics, including recent changes affecting small businesses.

Participants will include key government decision makers from Washington to field commanders who conduct acquisitions. The conference provides a forum for open exchange of information and ideas between senior government officials and small business leaders.

Breakout sessions will be presented on timely subjects of special interest. The agenda offers a variety of topics designed to meet the varying needs of contractors present.

WEDNESDAY, NOVEMBER 17, 2010

1:00 pm Registration Opens

3:00 pm **ADMINISTRATIVE REMARKS**

3:05 pm **WELCOME**

► MG Barry Bates, USA, *Vice President, Operations, NDIA*

3:10 pm **OPENING REMARKS**

► LTG James H. Pillsbury, USA, *Deputy Commanding General, Army Materiel Command (AMC)*

3:40 pm **CONTINUING OPPORTUNITIES FOR SMALL BUSINESSES**

► LTG William N. Phillips, USA, *Principal Military Deputy, Assistant Secretary of the Army (Acquisition, Logistics and Technology) and Director, Acquisition Career Management*

4:10 pm **UPDATE ON THE STATE OF THE ARMY SMALL BUSINESS PROGRAM**

► Ms. Tracey L. Pinson, *Director, Small and Disadvantaged Business Utilization, Office of the Secretary of the Army*

4:45 pm **OUTLOOK FOR THE ECONOMY AND CONSIDERATIONS FOR BUSINESS**

► Dr. Christian Lundblad, *Edward M. O'Herron Distinguished Scholar & Associate Professor of Finance, The University of North Carolina at Chapel Hill, Kennan-Flagler Business School*

5:15 pm **THE OUTLOOK FOR SMALL BUSINESS**

► Ms. Karen Hontz, *Director, Office of Government Contracting, Small Business Administration*

5:45 pm - 7:45 pm **RECEPTION IN DISPLAY AREA**

THURSDAY, NOVEMBER 18, 2010

7:00 am Registration & Continental Breakfast

7:50 am **ADMINISTRATIVE REMARKS**

7:55 am **RECOGNITION OF THE AMC SMALL BUSINESS PERSON OF THE YEAR**

- ▶ Ms. Nancy Small, *Director, Small Business Programs, AMC*

8:05 am **KEYS TO SMALL BUSINESS SUCCESS**

- ▶ Mr. John Kavazanjian, *President and CEO, Ultralife Corporation*

8:40 am **BUSINESS OPPORTUNITIES**

- ▶ “Family of Medium and Heavy Tactical Vehicles”
Mr. Travis Schmuhl, Segment Commodity Manager for Defense, Oshkosh Defense Corporation
- ▶ “Department of Veterans Affairs”
Mr. Tim J. Foreman, Executive Director, Office of Small and Disadvantaged Business Utilization
- ▶ “Defense Logistics Agency (DLA)”
Ms. Peg Meehan, Director, Office of Small Business Programs, DLA
- ▶ “Enhanced Army Global Logistics Enterprise”
Mr. Michael R. Hutchison, Acting Executive Director and Principal Assistant Responsible for Contracting (PARC), Rock Island Contracting Center

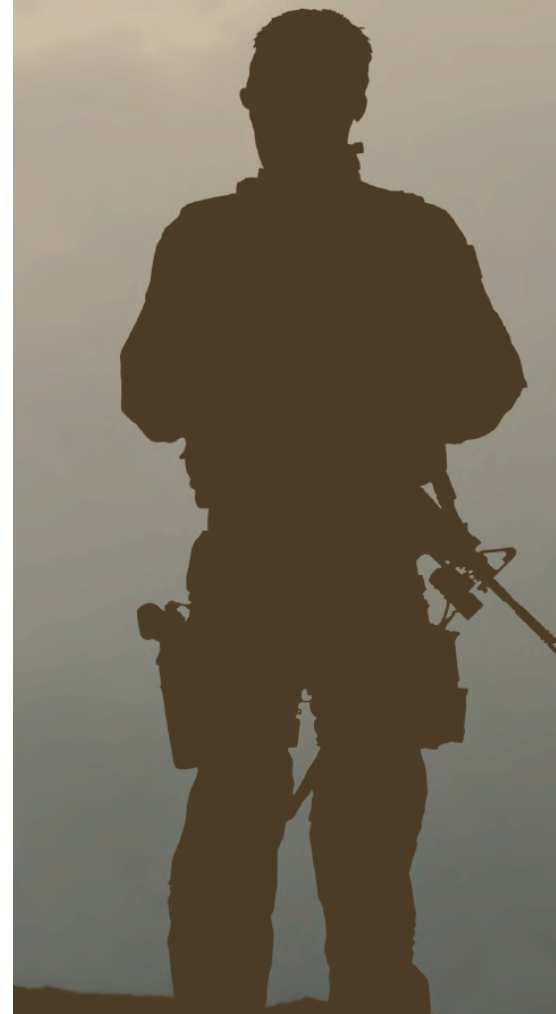
10:10 am **BREAK**

10:30 am **PANEL: “OPEN QUESTION PERIOD”**

Moderated by Mr. Jeffrey P. Parsons, *Executive Director, Army Contracting Command*

- ▶ Mr. Bryon Young, *Executive Director and Principal Assistant Responsible for Contracting (PARC), RDECOM Contracting Center*
- ▶ Ms. Cathy Dickens, *Executive Director and PARC, AMCOM Contracting Center*
- ▶ Mr. Stephen Carrano, *Deputy Executive Director and PARC, National Capital Region Contracting Center*
- ▶ Mr. Harry P. Hallock, *Executive Director and PARC, TACOM Contracting Center*
- ▶ Mr. Michael R. Hutchison, *Acting Executive Director and PARC, Rock Island Contracting Center*
- ▶ Mr. Edward G. Elgart, *Executive Director and PARC, CECOM Contracting Center*
- ▶ Mr. Bruce B. Berinato, *Executive Director and PARC, JM&L Contracting Center*
- ▶ Ms. Sarah Corley, *PARC, U.S. Army Mission and Installation Contracting Command (MICC)*
- ▶ Ms. Valerie Lester, *PARC, Surface Deployment and Distribution Command (SDDC)*

11:45 am **LUNCH IN BALLROOM C**



THURSDAY, NOVEMBER 18, 2010 CONT.

1:00 pm - 3:20 pm BUSINESS OPPORTUNITIES FAIR

Representatives of each AMC major subordinate command (Life Cycle Commands and the Army Contracting Command), plus the National Guard; Corps of Engineers; and Defense Logistics Agency; will be present to discuss future business opportunities, and to address individual contractor concerns.

1:00 pm - 3:20 pm BREAKOUT SESSIONS - SPECIAL INTEREST TOPICS:

The following topics will be presented during the afternoon. Presentations will begin at 1:00 p.m., with multiple topics running concurrently, each in a separate room, and repeated. Each session will take about 40 minutes with the time evenly divided for presentation and comments/questions.

TOPICS	1:00 – 1:40 pm	1:50 – 2:30 pm	2:40 – 3:20 pm
Tips and Opportunities Available for Small Businesses		Fairfax Room	Fairfax Room
Preparing Your Proposals to Win More Contracts	McLean Room		McLean Room
Enhancing Your Business Opportunities Through Organizational Branding & Strategic Communications	Amphitheater <i>(lower level)</i>		Amphitheater <i>(lower level)</i>
Small Business Innovative Research (SBIR) Opportunities	Sully Room <i>(lower level)</i>	Amphitheater <i>(lower level)</i>	
Industry Partnership Opportunities with AMC		Sully Room <i>(lower level)</i>	Sully Room <i>(lower level)</i>
IT and Professional Services Business Opportunities	Gunston Room <i>(lower level)</i>	Gunston Room <i>(lower level)</i>	
Visit our Business Opportunities Fair	Ballroom A	Ballroom A	Ballroom A

TIPS AND OPPORTUNITIES AVAILABLE FOR SMALL BUSINESSES

► *Mr. Jim Regan, Executive Director, Procurement Technical Assistance Program, George Mason University*

An overview of local and Internet based resources which can help companies more effectively pursue their government business objectives. In addition to how to find local resources and the services available through nationwide programs, such as Small Business Development and Procurement Technical Assistance Centers (PTAC), the presentation will highlight a number of sites that any company interested in government procurement must have as part of their knowledge base. Many of these, such as GSA's Federal Supply Schedule Virtual University and Federal Procurement Data Base, are extracted from one of the more popular George Mason University's PTAC seminars entitled "Internet for Government Contractors."

PREPARING YOUR PROPOSALS TO WIN MORE CONTRACTS

► *Mr. Robert Spitzbarth, Procurement Analyst, Acquisition Center, U.S. Army Tank-Automotive and Armaments Life Cycle Management Command*

This breakout session is designed to help Small Businesses compete more effectively under RFPs where award will be made on a Source Selection Trade-off basis. Topics include (a) how to better read and understand the RFP evaluation criteria and basis of award, (b) responding to evaluation criteria involving assessments of Proposal Risk (e.g. Technical Approach) and Performance Risk (Past Performance), (c) when to expect the conduct of discussions, (d) understanding the Government's Source Selection decision making process for selecting the winner, and (e) top messages and tips for competing more effectively.

ENHANCING YOUR BUSINESS OPPORTUNITIES THROUGH ORGANIZATIONAL BRANDING AND STRATEGIC COMMUNICATIONS

► *Ms. Janet Chihocky, Founder & CEO, JANSON Communications*

This session is designed to increase the participant's understanding of "Strategic Communications" and their importance to a firm's market positioning and program relevancy. Various approaches to applying strategic communications will be discussed along with lessons learned on how such approaches, when properly applied, can provide critical tools for helping to influence and engage different stakeholder groups. It will also discuss the use of planning and execution tied to research, data analysis, branding and effective messaging, and how they contribute to an effective strategic communications strategy.

SMALL BUSINESS INNOVATIVE RESEARCH (SBIR) OPPORTUNITIES

► *Mr. M. John Smith, Program Manager, SBIR, U.S. Army Research, Development and Engineering Command*

This session provides attendees with the description of, and the means to, participate in R&D opportunities funded through the two Army programs with an annual budget of approximately \$244M. SBIR funds high impact, dual-use technology projects deemed critical to the Army in ten broad areas of Science and Technology. The overall objectives of SBIR are to stimulate technological innovation, increase small business participation in federal R&D, increase private sector commercialization of technological advances developed with federal R&D, and increase participation by woman-owned and socially and economically disadvantaged small businesses. STTR joins the talents of small businesses and research institutions to quickly move ideas from the laboratory to the marketplace.

INDUSTRY PARTNERSHIP OPPORTUNITIES WITH AMC

► *Mr. Alan Lee, Team Leader, Industrial Base Capabilities Division, G-4, HQ AMC*

This session will provide information on the Army Materiel Command (AMC) Partnership Program to include defining a partnership, the goal and objectives of the program, examples of current partnerships, and how your firm might participate in the program. AMC has significant industrial capabilities in its depots and manufacturing arsenals, which can be used to supplement work by private sector firms in meeting defense requirements and performing some commercial work. These capabilities include facilities, specialized equipment and tooling, and an available trained workforce. AMC's goal is to develop mutually beneficial relationships that build on the strengths of each partner and create increased value.

IT AND PROFESSIONAL SERVICES BUSINESS OPPORTUNITIES

► *Ms. Karen Baker, Assistant Associate Director, Office of Small Business Programs, National Capitol Region Contracting Center (NCRCC)*

This organization has responsibility for providing contract services in the National Capitol area for both Information Technology (hardware, software, and IT services), and Professional Services including: administrative support; studies & analysis; and human relations. Ms. Baker will discuss contracting opportunities available and offer suggestions on how to successfully conduct business with NCRCC.

General Session:
Ballroom A-B

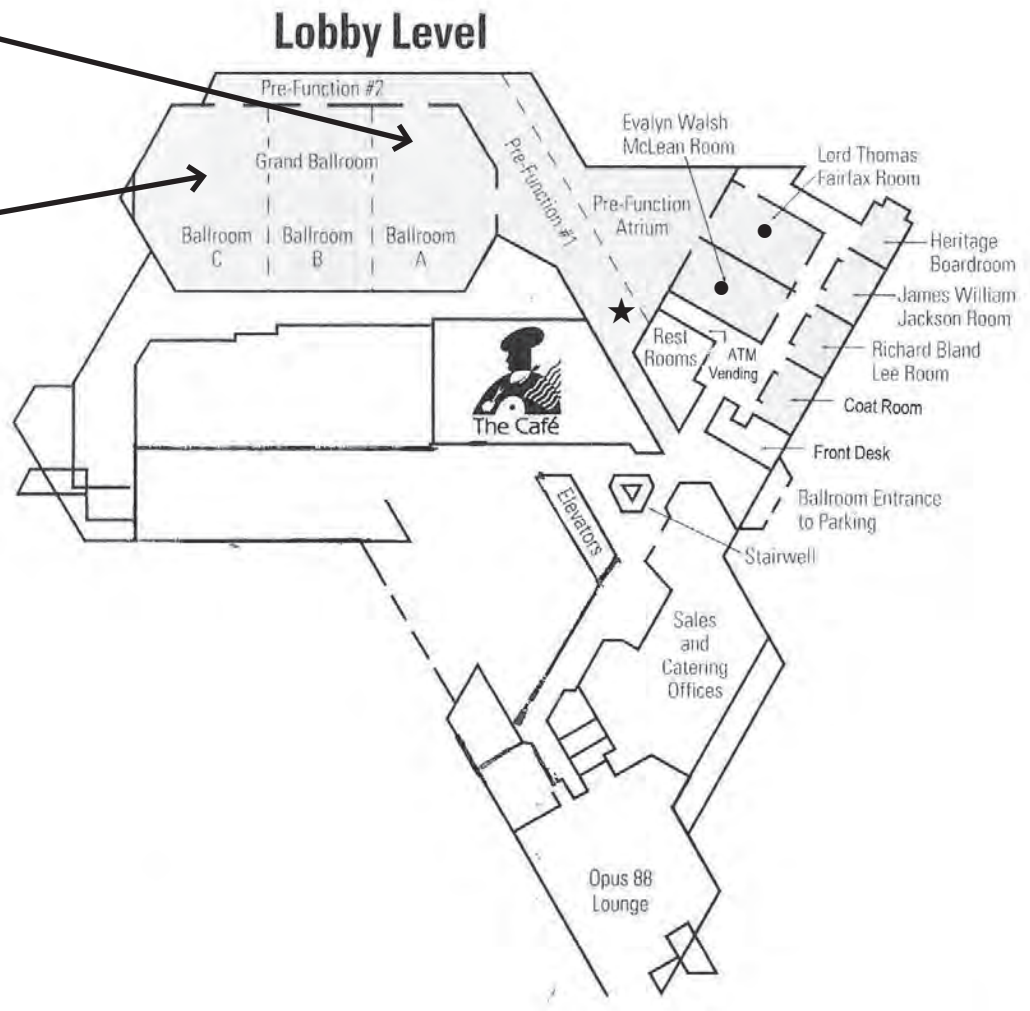
Breakout Sessions:

- Fairfax Room
- McLean Room

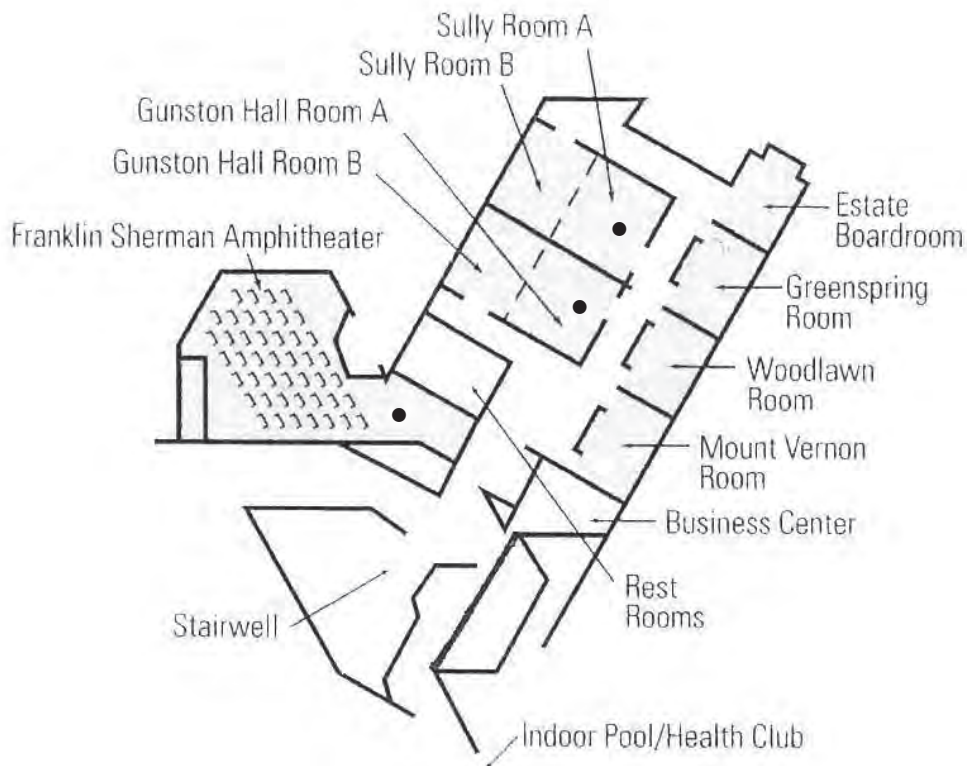
★ Registration

Lunch will be served in Ballroom C

HOTEL MAP - LOBBY LEVEL



Lower Level



Breakout Sessions:

- Sully Room
- Gunston Hall
- Amphitheater

HOTEL MAP - LOWER LEVEL

SPEAKER BIOGRAPHIES



LTG JAMES H. PILLSBURY, USA, DEPUTY COMMANDING GENERAL, ARMY MATERIEL COMMAND (AMC)

Lieutenant General James H. Pillsbury assumed the duties as the U.S. Army Materiel Command's Deputy Commanding General on December 8, 2008. Lieutenant General Pillsbury is also serving as the Executive Director for Conventional Ammunition.

Lieutenant General Pillsbury graduated from Trinity University, San Antonio, Texas, with a Bachelor of Arts Degree in History. He also holds a Master of Science Degree in International Relations from Troy State University. His military education includes the Infantry Officer Basic Course, Transportation Officer Advanced Course, U.S. Army Command and General Staff College, and the U.S. Army War College.

Prior to his current assignment, Lieutenant General Pillsbury served as AMC's Deputy Chief of Staff for Logistics and Operations, G-3, from July 2007 to October 2008 and as the Commander of the U.S. Army Aviation and Missile Life Cycle Management Command from December 2003 to July 2007.

Lieutenant General Pillsbury has served in a variety of command and staff assignments. He was commissioned as a second lieutenant in May 1973 and began his military career as a mortar platoon leader and later support platoon leader, with the 2d Battalion, 47th Infantry, 9th Infantry Division, Fort Lewis, Washington. Early in his career, he served as a platoon leader, detachment commander, and company executive officer and commander.

From 1991-1993, he served as Commander, 8th Battalion, 101st Aviation Regiment, 101st Airborne Division (Air Assault), Fort Campbell, Kentucky; from 1993-1994 he served as Executive Officer, Force Development, Aviation Division, Office of the Deputy Chief of Staff for Operations and Plans, U.S. Army, Washington, DC; and from 1995-1997 he served as Commander, Division Support Command, 101st Airborne Division (Air Assault), Fort Campbell. Lieutenant General Pillsbury also served as Assistant Division Commander (Support), 10th Mountain Division (Light), Fort Drum, New York, from 1997-1998.

His joint assignments include Chief, Sustainability, Mobilization Plans and Exercises Division, J-4, from 1998-1999; Deputy Director, Logistics, Readiness and Requirements, J-4, from 1999-2000; and finally as Commander of the Defense Distribution Center, Defense Logistics Agency, New Cumberland, Pennsylvania, from 2000 to 2002. From 2002 to October 2003, he was assigned as Deputy Chief of Staff, G-4, U.S. Army Europe and Seventh Army, Germany.

His awards and decorations include the Army Distinguished Service Medal, Defense Superior Service Medal (with Oak Leaf Cluster), Legion of Merit (with two Oak Leaf Clusters), Bronze Star Medal, Meritorious Service Medal (with two Oak Leaf Clusters), Joint Service Medal, Army Commendation Medal (with 2 Oak Leaf Clusters), Army Achievement Medal, Joint Meritorious Unit Award (with three Oak Leaf Clusters), National Defense Service Medal (with two Bronze Stars), and the Parachutist, Senior Army Aviator, Air Assault, Joint Chiefs of Staff Identification, and Army Staff Identification Badges.

Lieutenant General Pillsbury is married to the former Becky Ryan and has a son Michael and his wife Amanda, and a daughter Katherine.

SPEAKER BIOGRAPHIES

LTG WILLIAM N. PHILLIPS, USA, PRINCIPAL MILITARY DEPUTY, ASSISTANT SECRETARY OF THE ARMY (ACQUISITION, LOGISTICS, AND TECHNOLOGY) AND DIRECTOR, ACQUISITION CAREER MANAGEMENT

LTG William N. (Bill) Phillips became the Principal Military Deputy to the Assistant Secretary of the Army (Acquisition Logistics and Technology) and Director, Acquisition Career Management on 1 February 2010. In his previous assignment, he was the Commanding General, Joint Contracting Command-Iraq/Afghanistan in Baghdad, Iraq from February 2009 to January 2010.

Prior to that assignment, LTG Phillips served as Commanding General, Picatinny Arsenal, New Jersey; Program Executive Officer Ammunition; and Commander, Joint Munitions and Lethality Life Cycle Management Command from May 2007 to January 2009. He also served as Deputy Program Executive Officer, Aviation, Redstone Arsenal, Alabama.



Commissioned a Second Lieutenant of Field Artillery on 28 May 1976, LTG Phillips entered Active Duty at Fort Sill, Oklahoma serving with 3rd Battalion, 18th Field Artillery. In 1979, he completed Rotary Wing Aviation Training at Fort Rucker, Alabama and was assigned to 25th Infantry Division, Schofield Barracks, Hawaii. He was later assigned to United States Army Aviation Center, Fort Rucker joining the Aviation Branch. In 1986, LTG Phillips completed a Training With Industry tour with McDonnell Douglas Helicopter Company in Mesa, Arizona and was assigned to Army Aviation Systems Command as the Contracting Officer for AH-64 Apache, AH-1, UH-1 aircraft, and Assistant Program Manager for Longbow Apache. He deployed as Chief of Contracting, Joint Task Force Bravo, Honduras. In 1991 he was assigned as Aviation Brigade S1, 2nd Infantry Division, Korea. In 1992, LTG Phillips was assigned as Chief of Flight Operations, Defense Plant Representative Office (DPRO), Boeing Helicopters, Philadelphia. From July 1994 to June 1996, he commanded DPRO McDonnell Douglas, Huntington Beach. In June 1997, LTG Phillips was assigned as Director for Information Management for the Assistant Secretary of the Army (Research, Development and Acquisition) and managed the Army's Procurement Information Systems. He commanded Defense Contract Management San Francisco from September 1999 to June 2001. From July 2001 to August 2004 he served as Director, Unit Set Fielding and Acting Director of Integration for the Army G-8.

LTG Phillips holds a Bachelor of Science Degree from Middle Tennessee State University, Master of Science Degree in Procurement and Materials Management from Webster University, and Masters of Personnel Management, Troy State University. He is a graduate of Command and General Staff College, Defense Systems Management College, and Industrial College of the Armed Forces. His awards include the Defense Superior Service Medal, Legion of Merit (3 OLC), Bronze Star Medal, Defense Meritorious Service Medal (1 OLC), Army Meritorious Service Medal (2 OLC), Army Commendation Medal (2 OLC), Joint Service Achievement Medal, Iraq Campaign Medal, and Army Staff Identification Badge. In 2001, he was named the Army's Acquisition Commander of the Year.

LTG Phillips is a native of Bell Buckle, Tennessee and is married to the former Marilyn Hopkins of Shelbyville, Tennessee.

SPEAKER BIOGRAPHIES

MS. TRACEY L. PINSON, DIRECTOR, SMALL AND DISADVANTAGED BUSINESS UTILIZATION, OFFICE OF THE SECRETARY OF THE ARMY

Ms. Tracey L. Pinson became the Director for Small and Disadvantaged Business Utilization, Office, Secretary of the Army in May 1995. Ms. Pinson advises the Secretary of the Army and the Army Staff on all small business procurement issues and is responsible for the implementation of the Federal acquisition programs designed to assist small businesses, including small disadvantaged businesses and women-owned businesses. She is responsible for the management of the Historically Black Colleges and Universities and Minority Institutions (HBCU/MI) program, and develops policies and initiatives to enhance their participation in Army funded programs. As one of the top females in the Army's acquisition career field, she is responsible for the integration of small businesses, HBCUs and MIs in acquisition strategies developed at the Army Headquarters. She also provides management and oversight for the Army's Mentor-Protégé Program.

From 1986 – 1995, Ms. Pinson served as Assistant to the Director, Office of Small and Disadvantaged Business Utilization, Office of the Secretary of Defense. During this time frame she served as the program manager of the DOD Small Disadvantaged Business Program and the HBCU/MI Program. In this capacity she was responsible for developing acquisition policy for the military departments and Defense agencies relative to contracting with small disadvantaged businesses and HBCUs/MIs. She also developed the implementation strategy for the DOD Mentor-Protégé Program resulting in over 250 participants with a budget allocation as high as \$120 million. This program has served as the model-mentoring program for all Federal government agencies.

Upon graduation from law school in 1982, Ms. Pinson participated in the Lyndon Baines Johnson Internship Program with the U.S. House of Representatives. She worked in the Congressional office of Representative Augustus Hawkins and was responsible for constituent affairs and legislative analysis. From November 1982 to June 1986, she served as Counsel to the Committee on Small Business, U.S. House of Representatives and Special Counsel to the late Representative Joseph P. Addabbo. In this capacity, she was responsible for drafting legislation and analyzing federal policies and procedures impacting the small and minority business community.

Ms. Pinson was born in Washington, D.C. She received a Bachelor of Science Degree in Political Science from Howard University. She also received a law degree from Georgetown University Law Center. She is a member in good standing of the Maryland Bar Association and the National Contract Management Association. She resides in Silver Spring, Maryland with her husband Darryl Dennis and daughter Maya.

DR. CHRISTIAN LUNDBLAD, EDWARD M. O'HERRON DISTINGUISHED SCHOLAR & ASSOCIATE PROFESSOR OF FINANCE, THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, KENNAN-FLAGLER BUSINESS SCHOOL

Christian Lundblad researches empirical asset pricing issues and international finance, with a specialization in emerging market development.

He served as a financial economist at the Federal Reserve Board in Washington, D.C., where he advised the Board of Governors on international financial market developments.

He joined UNC Kenan-Flagler after holding a faculty position at Indiana University.

He received a PhD in financial economics and a master's degree in economics from Duke University. He earned his BA in economics and English literature with highest honors from Washington University in St. Louis.

SPEAKER BIOGRAPHIES

MS. KAREN HONTZ, DIRECTOR, OFFICE OF GOVERNMENT CONTRACTING, SMALL BUSINESS ADMINISTRATION

Karen was appointed to this position in May 2008. In her position, Karen oversees the Small Business Prime and Subcontracting federal procurement programs, the development of size standards, small business federal procurement policy development in general, nonmanufacturer waivers, certificates of competency, and size and status protests. She is a member of the Chief Acquisition Officers Council and is the Chair of the Council's Small Business Task Force. She serves on the board governing the Integrated Acquisition Environment.

Karen has been with the SBA since 1991 and has held many positions within the agency including Counselor to the Administrator, a previous time as Director Government Contracting and Associate Deputy Administrator for Congressional and Legislative Affairs. She has served two details to Senator Snowe on the Senate Small Business Committee as well as a detail to the Office of Management and Budget. Karen worked for the Department of Defense in Panama and Turkey in budgeting positions.

Before joining the federal government, Karen was employed in the private sector as a lobbyist for a large multi-national conglomerate that included among its subsidiaries movie companies, sports teams, financial services companies and sugar plantations. Karen also worked in the banking industry.

Karen holds a bachelor's degree in business administration and economics from Furman University and a master's degree in political science from George Washington University.

MR. JOHN KAVAZANJIAN, PRESIDENT AND CEO, ULTRALIFE CORPORATION

Mr. Kavazanjian was elected as the Company's President and Chief Executive Officer effective July 12, 1999 and as a Director on August 25, 1999. Prior to joining the Company, Mr. Kavazanjian worked for Xerox Corporation from 1994 in several capacities, most recently as Corporate Vice President, Chief Technology Officer, Document Services Group. From 1992 until 1994 he was the Senior Vice President, Operations for Kendal Square Research Corporation, a high performance computer manufacturer. Mr. Kavazanjian also serves on the Board of Directors of Newark-Wayne Community Hospital.

MR. TRAVIS SCHMUHL, SEGMENT COMMODITY MANAGER FOR DEFENSE, OSHKOSH DEFENSE CORPORATION

Mr. Travis Schmuhl is the Defense Segment Manager of Defense Global Procurement. In his current role, Mr. Schmuhl is responsible for sourcing management, strategic supplier relationship management, cost management, implementation of new suppliers to production, and new product development.

Schmuhl joined Oshkosh Corporation in 2004 where he has held positions of increasing responsibility before transitioning to the Defense Global Procurement Group in 2006. In the Defense Global Procurement Group, Schmuhl has had various responsibilities including Purchasing Agent, Divisional Commodity Manager and his most recent position of Defense GPCS Segment Manager which he has held since October 2009. Schmuhl has a Bachelor of Arts degree in Technology Education with a minor in Mechanical Engineering from the University of Stout, Wisconsin.

SPEAKER BIOGRAPHIES

MR. TIM J. FOREMAN, SES, EXECUTIVE DIRECTOR, OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION

Mr. Foreman was selected as the Department of Veterans Affairs (DVA) Executive Director for the Office of Small and Disadvantaged Business Utilization. He is responsible for setting the overall small business policies, objectives and strategies designed to enhance small & veteran business prime and subcontracting opportunities within the DVA. Prior to his appointment at the DVA, Mr. Foreman was the Navy's Director for Small Business Programs. In that capacity, Mr. Foreman reported directly to the Secretary of the Navy. Additionally Mr. Foreman has extensive experience in the Office of the Secretary of Defense, Office of Small Business Programs, to include leading many Federal Acquisition Regulations (FAR) and Defense FAR Supplement (DFARS) cases to implement statutory and regulatory change to small business prime and subcontracting programs. He also acted as the office lead for legislative initiatives, GAO and DoD IG cases involving various small business issues.

Mr. Foreman is a recipient of the "2004 Patriot Administrator Award" by the Association of Service Disabled Veterans on April 7, 2005 in a Capitol Hill Ceremony. He is a graduate of the Brookings Institution's "LEGIS FELLOW PROGRAM" program, the Federal Executive Institute (FEI) "Leadership for a Democratic Society Program" and the prestigious "Senior Officials National Security (SONS)" program from Harvard University. Mr. Foreman has worked for the Senate Committee on Small Business as the Committee's Senior Procurement Advisor. He worked closely with Committee members and their staffs to develop small business procurement issues. Specially, Mr. Foreman drafted the Historically Underutilized Business Zone (HUBZone) and the Anti-Bundling legislation which can be found in Public Law 105-135.

Mr. Foreman served as a senior price analyst in the Office of the Secretary of Defense. He also served on the Defense Acquisition Regulation Contract Cost Principles Committee. His responsibilities included policy development in the cost principles area, as well as special studies and other accounting issues. Mr. Foreman holds a Bachelor of Science degree and a Masters in Business Administration degree from the University of Dayton and a Masters of Accounting degree from American University in Washington, DC. He also successfully completed the "Contemporary Executive Development" program, George Washington University.

Mr. Foreman was commissioned a second lieutenant in the U.S. Army in 1970. After completion of his active duty military obligation he began his civil service career as a financial analyst in the Defense Contract Administration activity in Dayton, Ohio.

MS. PEG MEEHAN, DIRECTOR, OFFICE OF SMALL BUSINESS PROGRAMS, DLA

Peg is the Director of the Defense Logistics Agency (DLA), Office of Small Business Programs. She is responsible for the successful implementation and execution of the Agency's Small Business Program and the DOD Procurement Technical Assistance Program. Prior to her return to DLA, Peg was an Assistant Director for Small Business Programs in the Office of the Under Secretary of Defense (AT&L) where she implemented and managed the Subcontracting Program. She also developed and implemented Department-wide Small Business Program training; was the functional advisor to the Defense Acquisition University on small business matters; and was, for a short time, DOD's Women-owned Small Business program manager.

Peg joined OSD from the Defense Contract Management Agency (DCMA) Headquarters (HQs) where she was instrumental in implementing their HQs Small Business Office at the agency's inception and later served as their Combat Support Operations first and sole contracting representative. Prior to DCMA, Peg was the Assistant Director for SB at DLA HQs where she was the primary liaison between DLA HQs and its field contracting offices on all matters relating to the SB and other socioeconomic programs. She was an active member of the FAR Council's Small Business Committee, the Regional Council for Small Business Education and Advocacy and was the DLA focal point for all small business policy matters. She represented DLA and DCMA on many formal and ad hoc working groups tackling contemporary small business issues. During Peg's initial years at DLA HQs, she was the agency's first Grants Officer for the DoD Procurement Technical Assistance Program.

Peg has over 35 years of experience in acquisition/contract management. Starting in the 1970's Peg was a contract specialist at DLA's Defense Personnel Support Center. During the 1980's she worked for the Defense Contract Administrative Services Region (DCASR) Philadelphia, first performing Contactor Purchasing System Reviews as a lead procurement analyst and later as a Termination Contracting Officer. She also served as the Termination Settlement Division Chief.

SPEAKER BIOGRAPHIES

MR. MICHAEL R. HUTCHISON, ACTING EXECUTIVE DIRECTOR AND PRINCIPAL ASSISTANT RESPONSIBLE FOR CONTRACTING (PARC), ROCK ISLAND CONTRACTING CENTER

Mr. Michael R. Hutchison serves as Executive Director (Acting) and Principal Assistant Responsible for Contracting for the Rock Island Contracting Center, located on Rock Island Arsenal, Ill. In this position he serves as the center's senior civilian procurement and production authority, supporting the acquisition requirements of the U.S. Army Sustainment Command, the Joint Munitions and Lethality Life Cycle Management Command – Rock Island, and the Joint Theatre Support Contracting Command – Iraq/Afghanistan.

Mr. Hutchison advises the commanding generals of all three commands on the total acquisition process, including policy development, compliance and review, contract pricing, contract management, and associated support. As the Principal Assistant Responsible for Contracting for all three commands, he is responsible for staff supervision and management of major contracting areas including Chemical Demilitarization, the Logistics Civil Augmentation Program, Army Prepositioned Stocks, reachback contracting for Southwest Asia and the Contract Support Staff.

Mr. Hutchison has oversight of more than 400 contracting personnel and in excess of \$80 billion worth of contracts. Mr. Hutchison provides leadership and vision to the RICC, and has been instrumental in developing the organizational culture that has resulted in the RICC's receipt of numerous honorary awards for excellence, including the David Packard Award for Acquisition Excellence (2005), the Army Acquisition Excellence Award (2006), the Small Business Contract Specialist of the Year (2007), the Besson Award (2007, two categories, and 2009, one category), and the Secretary of the Army Excellence in Acquisition Award (2006 and 2007).

He is a member of the Army Acquisition Corps and is Level III certified. His previous acquisition assignments include Deputy Director of the Rock Island Contracting Center, Rock Island, Ill.; Deputy Director of Acquisition Center and Chief, Contracting Support Division, U.S. Army Sustainment Command, Rock Island, Ill.; Procurement Analyst, Office of the Deputy Chief of Staff for Research, Development and Acquisition, U.S. Army Materiel Command, Alexandria, Va.; Procurement Analyst, Office of the Inspector General, U.S. Army Materiel Command, Alexandria, Va.

Mr. Hutchison has a Masters in National Resource Strategy, Industrial College of the Armed Forces and a Bachelors in Business Administration, St. Louis University, Missouri.

He has received the Army Acquisition Excellence Award 2009 (Team: Transforming the Way We Do Business), the Secretary of Defense Medal for the Global War on Terrorism – 2009, the Secretary of the Army Excellence in Contracting Award 2008 (Team: Equipping and Sustaining Our Soldiers' Systems), the Commander's Award for Civilian Service – 2004 and the Achievement Medal for Civilian Service – 1991. Mr. Hutchison is a member of the National Defense Industrial Association and the Professional Development Committee for Army Career Program 14 (CP-14).

SPEAKER BIOGRAPHIES

MR. JEFFREY P. PARSONS, EXECUTIVE DIRECTOR, ARMY CONTRACTING COMMAND

Mr. Jeffrey P. Parsons is the Executive Director of the U.S. Army Contracting Command (ACC), a major subordinate command of the U.S. Army Materiel Command (AMC). The ACC provides global contracting support to Warfighters through the full spectrum of military operations. Mr. Parsons commands over 5,500 military and civilian personnel worldwide, who award and manage over 245,000 contractual actions valued at more than \$100 billion per fiscal year. He exercises command and procurement authority over two subordinate commands, the Mission and Installation Contracting Command and the Expeditionary Contracting Command; and also leads seven major Contracting Centers which support AMC's other major subordinate commands and Life Cycle Management Commands. Mr. Parsons was appointed to the Senior Executive Service on December 15, 2003.

Prior to assuming his current position, Mr. Parsons served as the Director of Contracting, Office of Command Contracting, Headquarters, AMC, Fort Belvoir, Virginia. Responsibilities from the Office of Command Contracting transitioned into the Army Contracting Command. Mr. Parsons continues to serve as the Principal Advisor to the Commanding General of AMC and her staff on all contracting matters and as the AMC Career Program Manager for the Contracting and Acquisition Career Program, with responsibility for the recruitment, training, education, and professional development of the civilian and military contracting professionals who are part of the acquisition workforce.

Prior to his appointment to the Senior Executive Service, Mr. Parsons was the Director of Contracting, Headquarters, U.S. Air Force Materiel Command, Wright-Patterson Air Force Base, Ohio, where he retired from active duty as an Air Force Colonel after 26 years of service. He was responsible for developing and implementing contracting policies and processes to annually acquire \$34 billion in research and development, production, test, and logistics support for Air Force weapon systems. He was directly responsible for the training, organizing, and equipping of more than 3,000 contracting professionals.

Mr. Parsons' contracting career began in 1977 as a base procurement officer supporting the 90th Strategic Missile Wing at F. E. Warren Air Force Base, Wyoming. He held a variety of positions as a contracting officer with a wide range of experience touching on all aspects of systems, logistics, and operational contracting. He was the Director of Contracting for a multi-billion dollar classified satellite program operated by the National Reconnaissance Office and served twice as a plant commander in the Defense Contract Management Agency. Mr. Parsons also held several key staff positions at Headquarters, U.S. Air Force, the Air Force Secretariat, and with the Office of the Secretary of Defense, in which he was responsible for the development, implementation, and management of integrated, coordinated, and uniform policies and programs to govern DoD procurement worldwide.

Mr. Parsons received his bachelor's degree in Psychology from St. Joseph's University, Philadelphia, Pennsylvania, and holds two masters degrees – one in Administration with a concentration in Procurement and Contracting from George Washington University, Washington, D.C., and the other in National Resource Strategy from the National Defense University. He is a graduate of the Industrial College of the Armed Forces and the Defense Systems Management College Executive Program Management Course. Mr. Parsons holds the Acquisition Professional Development Program's highest certifications in contracting and program management. He also is a Certified Professional Contracts Manager, National Contract Management Association.

SPEAKER BIOGRAPHIES

MR. BRYON YOUNG, EXECUTIVE DIRECTOR AND PRINCIPAL ASSISTANT RESPONSIBLE FOR CONTRACTING (PARC), RDECOM CONTRACTING CENTER

Mr. Bryon Young is the Executive Director of the U.S. Army Research, Development and Engineering Command Contracting Center, a major contracting center of the U.S. Army Contracting Command, located at Aberdeen Proving Ground, Maryland. He was appointed to the Senior Executive Service in November, 2004. In his capacity as Executive Director, Mr. Young manages and leads a geographically dispersed contracting center responsible for executing over 21,000 contracting actions valued in excess of \$6.5 billion in support of Army-wide research and development efforts and mission critical contracting for warfighter, PEO and institutional Army customers. Additionally he serves as the Principal Assistant Responsible for Contracting to the Commander, Research, Development and Engineering Command, which, like ACC, is also a major subordinate command of AMC.

Mr. Young graduated from the University of Delaware (with high honors) in 1976 and subsequently earned a Master of Science in Business Administration from Boston University. He is dual-certified at Level III in the Army Acquisition Corps for Contracting and Program Management. His professional education and training includes the Defense Systems Management College Program Manager's Course and Executive Program Manager's Course, the U.S. Army War College and the U.S. Army Command and General Staff College.

Mr. Young's previous key acquisition assignments include; Director, U.S. Army Mission and Installation Contracting Command, U.S. Army Contracting Command (Provisional), in the Army Materiel Command at Fort Belvoir, Virginia.; Director of the U.S. Army Contracting Agency in Falls Church, Virginia; Director, Information Technology, E-Commerce and Commercial Contracting Center; Deputy Director, Army Contracting Agency; Chief of Staff, Army Contracting Agency; Director for Contracting, Assistant Secretary of the Army-Acquisition, Logistics and Technology; Commander, DCMA Raytheon; Commander, DCMA Milwaukee; Chief Procurement Division, DPSC-Europe; and Procurement Team Chief, U.S. Army Missile Command.

Prior to being assigned to the Army Acquisition Corps, Mr. Young served for 13 years as an Air Defense Officer in Army operational assignments primarily in the XVIII ABN Corps, 101st Airborne Div (Air Assault), 32nd Army Air Defense Command, and as an ROTC instructor at Princeton University. Some of his prestigious awards include the Defense Superior Service Medal, Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal, Army Commendation Medal and the Army Achievement Medal. He is a member of the Association of the United States Army and the National Defense Industrial Association.

MS. CATHY DICKENS, EXECUTIVE DIRECTOR AND PARC, AMCOM CONTRACTING CENTER

Ms. Dickens is the Executive Director of the AMCOM and SMDC/ARSTRAT Contracting Center, a major contracting center of the Army Contracting Command. The center provides contracting and acquisition support for aviation, missile and space systems/subsystems, technologies and support services. In this capacity she directs over 700 civilian and military personnel located at seven geographic sites who administer over \$110 billion dollars in active contracts. They also executed over 80,000 contractual actions totaling \$24 billion in obligations in Fiscal Year 2010. The center is located on Redstone Arsenal, Alabama.

She is the top acquisition authority, consultant, and advisor to the Commanding Generals of the Aviation and Missile Life Cycle Management Command, the U.S. Army Space and Missile Defense Command and the Army Forces Strategic Command. Her previous assignments include the Director, Logistics Modernization Program Integration, U. S. Army Aviation and Missile Command, Redstone Arsenal; Director, Aviation Logistics Directorate, Acquisition Center, AMCOM; Director, Maintenance and Special Projects Directorate, Acquisition Center, AMCOM; Chief, Long Term Contracting Division, Acquisition Center, AMCOM; Chief, Acquisition Planning Division, Acquisition Center, AMCOM; Competition Advocate, Competition Management Office, AMCOM; Team Chief, Missile Logistics, U. S. Army Missile Command, AMCOM; Contract Specialist, Strategic Defense Command, Huntsville, Ala.; and Contract Specialist/Contracting Officer, AMCOM.

Ms. Dickens is Level III certified in the Army Acquisition Corps for Contracting and Level I certified in the Army Acquisition Corps for Program Management. Ms. Dickens has received the Civilian Meritorious Service Award (3), the Superior Civilian Service Award (2), the Secretary of the Army Specialized Contracting Award and the Frank S. Besson Award. She is a member of the National Defense Industrial Association and the Association of the United States Army.

SPEAKER BIOGRAPHIES

MR. STEPHEN CARRANO, DEPUTY EXECUTIVE DIRECTOR AND PARC, NATIONAL CAPITAL REGION CONTRACTING CENTER

As Deputy Director of ITEC4, Mr. Carrano oversees the activities involving the award of approximately \$1.5 billion a year in new acquisitions for Army and other DoD and Federal Organizations. He is leading ITEC4's organizational change to build itself into the Army's center of choice for information technology and commercial contracting. He has over 20 years experience in the acquisition career field most of which has been for the acquisition of information technology. Experience has included assignments as Principle Assistant Responsible for Contracting (PARC), division chief, acquisition manager, contracting officer, contract specialist, and procurement analyst. In 1988, Mr. Carrano went to work for the US. Army Information Systems and Selection Agency (USAISSAA), the Army's designated agency for the acquisition of information systems. In October 2002, Mr. Carrano was reassigned to ITEC4 as its Deputy Director and special Competition Advocate.

Mr. Carrano is also the Acquisition Career Management Advocate (AMCA) responsible for career development of ITEC4 employees. From 1988 to 2001, Mr. Carrano served as an Acquisition Management Officer who supervised teams with the authority to award contracts and modifications at USAISSAA/CAC-W involving Research and Development of weapon systems as well as support for major information technology consisting of hardware, software, maintenance, integration, technical and other support services. He represented the Army by being the Acquisition and Evaluation Team lead on DoD's Standard Procurement System project from 1995 to 1997.

Mr. Carrano served as senior procurement analyst from 1984 to 1988 at the Office of the Army's Director for Information Systems for Command, Control, Communications and Computers (DISC4). In this capacity, Mr. Carrano provided assistance to the Army's Staff and Secretariat for initiation, development and recommendation of contracting policies, procedures, and guidance and control Army contracting agencies. Mr. Carrano provided advice and interpreted regulation and policies issued by the General Services Administration, the Office of Management and Budget, the Department of Defense, and the Department of Army to the DISC4 concerning the procurement of information systems.

In 1975, Mr. Carrano graduated from Eastern New Mexico University with a Bachelor's degree in Business Administration (BBA). In 1976 he received a Master of Business Administration (MBA) from Eastern New Mexico University. He has continued his professional education by attendance at University of Southern California, Army Management Staff College (AMSC), DoD's Information Recourse Management College (IRMC), University of Virginia Darden School of Business, and the Federal Executive.

SPEAKER BIOGRAPHIES

MR. HARRY P. HALLOCK, EXECUTIVE DIRECTOR AND PARC, TACOM CONTRACTING CENTER

Mr. Harry Hallock is the Executive Director of the TACOM Contracting Center, a part of the Army Contracting Command, and also serves as the TACOM Life Cycle Management Command senior civilian procurement and production authority. In this capacity he advises the TACOM LCMC Commanding General on the total acquisition process, including policy development, compliance and review, contract pricing, contract management and associated support. The TACOM Contracting Center is headquartered in Warren, Michigan.

The TACOM Contracting Center ensures war-fighting readiness for the Soldier by providing contracting and acquisition support for ground combat, tactical vehicles, small arms, chemical/biological systems, targetry, supporting services, associated consumable parts, and the Future Combat Systems.

Mr. Hallock directs over 800 civilian and military personnel located at six geographic sites who administer over \$119 billion dollars in active contracts and executed over 28,000 contractual actions totaling \$30.5 billion in obligations in Fiscal Year 2008. He has contracting and career management responsibility for contracting offices located at Rock Island Arsenal, Anniston Army Depot, Red River Army Depot, Sierra Army Depot, Watervliet Arsenal, and the Joint Manufacturing and Technology Center, Rock Island Arsenal.

Mr. Hallock was appointed to the Senior Executive Service on May 13, 2007. Prior to his appointment he was the Associate Director for Operations and prior to that served as Chief of the R&D and Installation Support Contracting Division. In this role, he was responsible for the oversight of contract execution and administration for the \$21 billion System Design and Development phase of the Army's Future Combat Systems program.

Mr. Hallock has contracting and systems acquisition experience with both Tactical and Combat systems managed by TACOM, the Program Executive Office for Ground Combat Systems, and the PEO for Combat Support & Combat Service Support Systems. As Associate Director for the Heavy Combat Commodity Business Unit, he oversaw contracting and logistics support efforts for the M1 Abrams Tank program and related heavy combat vehicle systems.

He holds a Bachelor of Science degree in Business Administration from the University of Delaware and a Master of Science degree in Program Management from the Naval Postgraduate School, Monterey, Calif. He is level III certified in Contracting, Program Management and Logistics.

He continues to serve as the Army Acquisition Support Center's Acquisition Career Management Advocate for the Acquisition and Technology Workforce in Warren, Michigan, and the entire North Central region. He is also the Acquisition Career Manager for the contracting workforce in Warren, and is responsible for training and development of all CP14, 1102 Career Field employees.

Mr. Hallock received the Department of the Army Achievement Medal for Civilian Service in 1991 and the Department of the Army Commander's Award for Public Service in 1997.

SPEAKER BIOGRAPHIES

MR. EDWARD G. ELGART, EXECUTIVE DIRECTOR AND PARC, CECOM CONTRACTING CENTER

Edward G. Elgart is the Executive Director of the CECOM Contracting Center, U.S. Army Contracting Command, with locations at Aberdeen Proving Ground, Maryland; Fort Huachuca, Arizona; Fort Belvoir, Virginia; Tobyhanna Army Depot, Pennsylvania; and Fort Monmouth, New Jersey. He also serves as the Principal Assistant Responsible for Contracting for that activity and the TAO. He is responsible for contracting to acquire and support Army and joint command, control, communications, computers, intelligence, surveillance, and reconnaissance systems, estimated at \$12-15 billion annually.

Twice during his career Mr. Elgart has served as the Acting Deputy Assistant Secretary of the Army for Procurement: August 2000 - January 2002 and May 1997 - May 1998. In that capacity he was responsible for oversight and policy for all Army procurements, acquisition excellence and reform, and advocacy for the industrial base, as well as the proponent for the Army contracting career field. He completely revised Army procurement regulations and source selection policies during that assignment. In partnership with the user community, he helped define doctrine for contractors on the battlefield. Mr. Elgart also was the Army's Competition Advocate General during that time. He was instrumental in directing resources to reconstitute Army procurement operations in the Pentagon following the September 11, 2001, attack.

From 1985-1989 Mr. Elgart served in a variety of management positions with the Defense Logistics Agency, culminating as the Director of Contract Management for Defense Contract Administration Services Region Chicago where he was responsible for the administration of 18,000 defense contracts valued in excess of \$19 billion. Mr. Elgart entered the Senior Executive Service in June 1989, and has twice been a recipient of the Presidential Meritorious Executive Rank Award (in 1996 and 2002). He is a Fellow of the National Contract Management Association and previously served as Fort Monmouth Chapter President and Executive Director. He was appointed to the Executive Advisory Council in 2005. His awards and decorations include two Secretary of the Army Decorations for Exceptional Civilian Service, two Meritorious Civilian Service awards, the Honorable Order of Saint Barbara, the Signal Corps Regimental Association Bronze Order of Mercury and the Army Staff Identification Badge. He was the first recipient of the Acquisition Career Management Advocate of the Year award and was presented with the Secretary of the Army Professionalism in Contracting Award (Civilian) in 2000. He is Level III Certified in Contracting and in Program Management Oversight. In 2009 he was awarded the Certificate in Public Leadership from the Brookings Institute.

Mr. Elgart holds membership in numerous professional associations and is a member of the Army Acquisition Corps and the American Mensa Society. He has published numerous articles on the field of government contracting and has taught graduate courses in that field at Fairleigh Dickinson University. Mr. Elgart is a graduate of the Federal Executive Institute and the Command and General Staff Officer Course. He is also a graduate of the Brookings Institute-University of North Carolina Leadership 2000 program, the Aspen Institute Executive Seminar, the Program for Executives in Logistics and Technology at the University of North Carolina, the Center for Creative Leadership and the DoD Joint Executive Management Program.

He has a Bachelor's in Biology from Kean University and a Masters in Business Administration from Fairleigh Dickinson University. He was named a 2010 Distinguished Alumni by Kean University and by Brookdale Community College in 2004.

SPEAKER BIOGRAPHIES

MR. BRUCE B. BERINATO, EXECUTIVE DIRECTOR AND PARC, JM&L CONTRACTING CENTER

Mr. Berinato is the Executive Director and Principal Assistant for Contracting (PARC) for the Joint Munitions and Lethality Contracting Center, a major contracting center of the U.S. Army Contracting Command. The center provides total acquisition support to the JM&L Life Cycle Management Command headquartered at Picatinny Arsenal, N.J.

In his previous position he served as Director of Procurement and Chief of the Contracting Office of the TACOM-Picatinny Acquisition Center, a position he held from 2002 to his current appointment as PARC. He is a native of New Jersey and holds a Master of Business Administration from Fairleigh Dickinson University, Madison, N.J. Mr. Berinato began his government career in 1977 as a Defense Logistics Agency intern. He joined the Procurement Directorate at Picatinny in 1981. Since that time he has served Army contracting in various positions of increasing responsibilities, culminating in his appointment in 2002 as the Director of the Picatinny Acquisition Center.

From 1986 through 1991, Mr. Berinato was assigned as Contracting Officer supporting a NATO Cooperative Research and Development Program (NATO Project Group 22). In this capacity, Mr. Berinato served as Senior United States Contracting Delegate to, and International Chairman of, NATO Project Group 22 Contract Working Group based in Brussels, Belgium, and was responsible for overseeing development and award of competitively placed contracts with International Consortia comprised of Industrial Organizations from the 8 NATO nations participating in Project Group 22. He successfully awarded the first set of U.S. Army Contracts to operate under eight different sets of national laws and procedures, and utilized multi-national commercial banking arrangements to allow international payments to be accomplished outside the U.S. Treasury system.

Mr. Berinato also developed the concept of National Contracting Representatives, which allowed U.S. Contracting Officer authorities to be operational within the borders of each participant nation. These concepts were utilized as benchmarks and ultimately adopted for use by subsequent NATO cooperative programs. For these achievements, Mr. Berinato received the Henry Knox Secretary of the Army Award for Individual Outstanding Achievement in Material Acquisition. He has also received the Department of the Army Achievement Medal for Civilian Service and the Army Meritorious Civilian Service Award. Mr. Berinato is a member of the Army Acquisition Corps and is certified Level III in Contracting, Level II in Program Management, and is a graduate of the Leadership for a Democratic Society Program conducted at the Federal Executive Institute, Charlottesville, Va.

MS. SARAH CORLEY, PARC, U.S. ARMY MISSION AND INSTALLATION CONTRACTING COMMAND (MICC)

Ms. Sarah L. Corley serves as the Principal Assistant Responsible for Contracting for the Mission and Installation Contracting Command, headquartered at Fort Sam Houston, Texas. The MICC provides contracting capabilities and services within the continental United States and its major customers include the U.S. Army Installation Management Command, the U.S. Army Forces Command, the U.S. Army Training and Doctrine Command, the U.S. Army Reserve Command, and the U.S. Army Medical Command. The MICC utilizes seven contracting centers and 35 MICC contracting offices with about 1,300 civilian and military personnel throughout the continental United States, Alaska and Puerto Rico to provide essential commodities and services to Soldiers and their families through base operations and power projection. MICC offices support Army schools and training centers, the National Training Center, the Joint Readiness Training Center and a variety of other missions for tenants on Army installations.

Ms. Corley began her contracting career in 1978. She is a Level III Certified Acquisition Professional with thirty-two years of contracting experience, and is a member of the Army Acquisition Corps. She also serves as an appointed U. S. Army Acquisition Career Management Advocate. She previously held numerous positions at the III Corps, and the Fort Hood Contracting Command and the former TRADOC Contracting Activity-West, both located at Fort Hood, Texas. She served as the III Corps and Fort Hood Deputy to the Commander of Contracting from 1995 – 2005.

Ms. Corley has been awarded the Secretary of Defense Productivity Excellence Award, Secretary of the Army Excellence in Acquisition Award for Support of the AbilityOne Program, Secretary of the Army Award for Excellence in Contracting – Barbara C. Heald Award, Army Superior Civilian Service Award, Army Achievement Medal for Civilian Service, several Commander's Awards and numerous special act and performance awards for innovations in contracting and demonstrated savings.

SPEAKER BIOGRAPHIES

MR. JIM REGAN, EXECUTIVE DIRECTOR, PROCUREMENT TECHNICAL ASSISTANCE PROGRAM, GEORGE MASON UNIVERSITY

Jim Regan, Director of the Virginia Procurement Technical Assistance Program, at the George Mason University School of Public Policy Mason Enterprise Center, has over 25 years of experience in commercial and government business development and management with both small and large corporations. As PTAP Director he applies these qualifications in assisting businesses in pursuit of their government business objectives.

Mr. Regan possesses in depth experience in corporate strategic and tactical planning, and plan execution to achieve objectives. His activities in systems integration and services business development have developed broad knowledge of the government acquisition process and organizations in both the Federal and vendor community.

Prior to joining George Mason University's PTAP, Jim held senior business development management positions in Unisys, CSC and IBM in the Washington area. He also served as Senior Vice President of Corporate Development with American Coastal Industries, a diversified small business involved in manufacturing and systems integration. These positions have provided in depth experience in a variety of functional business areas including subcontractor and program management, systems engineering and business development.

Mr. Regan graduated from the U.S. Naval Academy and the U.S. Naval Postgraduate School at Monterey, California, where he earned his MS in Computer Systems Management. He spent a number of years on active duty as a naval aviator and retired from the Naval Reserve with the rank of Captain. In addition to carrier aviation, he flew as an international pilot with Pan American Airways on overseas routes.

MR. ROBERT SPITZBARTH, PROCUREMENT ANALYST, ACQUISITION CENTER, U.S. ARMY TANK-AUTOMOTIVE AND ARMAMENTS LIFE CYCLE MANAGEMENT COMMAND

Mr. Spitzbarth began his career with the Department of the Army in 1979 as a Contract Specialist at the Tank Automotive Readiness Command in Warren Michigan where, from 1986 to 1994, he served as Contracting Officer or SSEB Deputy Chairman on numerous Source Selections.

In 1994, he was assigned to the newly established System Acquisition Assistance Office (SAAO), within the TACOM Acquisition Center. The SAAO was formed primarily as a service organization to assist Program Managers, PCOs, Source Selection Evaluation Boards and Source Selection Authorities in the planning and execution of Source Selections. While in the SAAO, Mr. Spitzbarth also served as an SSEB Chair/Deputy Chair on a number of acquisitions, including the joint United States/United Kingdom Future Scout and Cavalry System.

Mr. Spitzbarth was the TACOM representative on the Army Materiel Command's Past Performance IPT at its inception in 1989, and also represented the Department of the Army on the Department of Defense's 1997 IPT to develop an execution strategy for DoD implementation of FAR Part 42 requirements to collect and maintain "Contractor Performance Information". Since 2005, he has also served on the Army's "Think Tank" team updating the Army Source Selection Manual.

During the period 1999-2000, Mr. Spitzbarth participated nearly full time on the acquisition of the Army's Stryker Interim Armored Vehicles. In this role, he was directly involved in the development of the acquisition strategy and evaluation criteria, evaluation of proposals, and preparation of the Source Selection decision documentation during selection phase of the acquisition. Subsequently, Mr. Spitzbarth participated extensively in a series of Army-wide Source Selections including the Aberdeen Proving Grounds A-76, Restore Iraq Oil (RIO), the USAREUR Support Services, and full time assignment to the Department of Army's Orchestration & Coordination Committee (OCC) responsible for managing the Source Selection award of 10 contracts for the Reconstruction of Iraq's basic public services infrastructure.

Mr. Spitzbarth is currently assigned to the TACOM LCMC Contracting Center, where he continues to serve in the Acquisition Assistance Office. Mr. Spitzbarth is a 1979 graduate of the University of Michigan with a Bachelors Degree in History.

SPEAKER BIOGRAPHIES

MS. JANET CHIHOCKY, FOUNDER & CEO, JANSON COMMUNICATIONS

Janet has over 17 years of strategic communications and leadership experience in the Defense and Aerospace industries. Using both her skills and enthusiasm for those industries, she co-founded JANSON Communications in 1997 and has fostered it from a home-based business to a profitable, high-performing firm serving global clients. As the company's lead strategist, she plays a vital role in shaping client strategy and branding as well as building new customer relationships. As JANSON's CEO, she continues to grow the business into a successful agency with a reputation for excellence and integrity.

Janet is well known as a subject matter expert on such topics as organizational branding, marketing and strategic communications within the defense market and government sector and is in demand as both a writer and speaker. She is the author of numerous op-ed and feature articles and has been engaged for a variety of executive and media training events. Janet has led workshops and organizational assessments for a number of high-profile organizations including the National Aeronautics and Space Administration (NASA), ESCO-Zodiac Corporation, Booz Allen Hamilton, MTC Technologies and Tooele Army Depot. Janet holds a bachelor's degree in business with an emphasis on marketing from Strayer University.

MR. M. JOHN SMITH, PROGRAM MANAGER, SBIR, U.S. ARMY RESEARCH, DEVELOPMENT AND ENGINEERING COMMAND

Michael John Smith is the Program Manager for the Army Small Business Innovation Research Program (SBIR). Mr. Smith has over twenty years experience managing DoD Research and Development programs, primarily in weapons systems development within the US Air Force and Defense Intelligence Agency (DIA). He led system development within several programs, including C-130 Aircraft, Global Positioning System, Strategic Defense Initiative, and Measurement and Signature Intelligence (MASINT). He also served on the Secretariat of the Air Force-Acquisition staff at the Pentagon. He is a graduate of the US Air Force Academy and served as a career Acquisition Program Manager while on active duty.

MR. ALAN LEE, TEAM LEADER, INDUSTRIAL BASE CAPABILITIES DIVISION, G-4, HQ AMC

Alan Lee, Team Leader for Industrial Base Development and Transition Team within Headquarters U.S. Army Material Command's G-4 (Logistics)

Alan has over 8 years of strategic communications and leadership experience in Army industrial base matters and over 25 years in Combat Developments and Operational Test and Evaluation. Using both his skills and background, Alan developed and matured the Army Public-Private Program to promote Army support and augmentation of the North American Industrial Base. Alan is a known subject matter expert on Public-Private Partnerships and Diminishing Manufacturing Sources and Material Shortages within DoD, the U.S. Army and Army Materiel Command.

Alan holds a dual Masters' degree in business management and internet business development from Colorado Technical University Online and has a bachelor's degree in Electrical Engineering from San Jose State University.

MS. KAREN BAKER, ASSISTANT ASSOCIATE DIRECTOR, OFFICE OF SMALL BUSINESS PROGRAMS, NATIONAL CAPITOL REGION CONTRACTING CENTER (NCRCC)

Karen L. Baker is the Assistant Associate Director for the National Capital Region Contracting Center (NCRCC) Office of Small Business Programs. NCRCC consist of the legacy Center of Excellence (CCE) and Information Technology e-Commerce Contract Center (ITEC-4). NCRCC Office of Small Business Programs mission is to obtain leadership in the Small Business industry by cultivating an environment that continuously improves customer service by providing cost-effective, timely, and quality products and services to our customers throughout the National Capital Region in support of their mission to maximize readiness of war fighters worldwide.

Baker has been working for DoD, particularly Army for over 20 years in the Acquisition arena of which 9 years have been in Small Business. The majority of her career has been with the Army Corps of Engineers at various locations such as at the Headquarters,



3M is fundamentally a science-based company. We produce thousands of imaginative products, and we're a leader in scores of markets. From health care and highway safety to office products and abrasives and adhesives. Our success begins with our ability to apply our technologies - often in combination - to an endless array of real-world customer needs. Of course, all of this is made possible by the people of 3M and their singular commitment to make life easier and better for people around the world.



Headquartered in Bethesda, MD, Lockheed Martin is a global security company that employs about 146,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. The corporation reported 2008 sales of \$42.7 billion.

Lockheed Martin is led by Robert J. Stevens, Chairman, President and Chief Executive Officer.

CUSTOMER BASE: As a lead systems integrator and information technology company, the majority of Lockheed Martin's business is with the U.S. Department of Defense and the U.S. federal government agencies. In fact, Lockheed Martin is the largest provider of IT services, systems integration, and training to the U.S. Government. The remaining portion of Lockheed Martin's business is comprised of international government and some commercial sales of our products, services and platforms.

ORGANIZATION: Lockheed Martin's operating units are organized into broad business areas.

- Aeronautics, with approximately \$11.5 billion in 2008 sales, includes tactical aircraft, airlift, and aeronautical research and development lines of business.
- Electronics Systems, with approximately \$11.6 billion in 2008 sales, includes missiles and fire control, naval systems, platform integration, simulation and training and energy programs lines of business.
- Information Systems & Global Services (IS&GS), with approximately \$11.6 billion in 2008 sales, includes C4I, federal services, government and commercial IT solutions.
- Space Systems, with approximately \$8 billion in 2008 sales, includes space launch, commercial satellites, government satellites, and strategic missiles lines of business.

FINANCIAL PERFORMANCE: The Corporation reported 2008 sales of \$42.7 billion, a backlog of \$80.9 billion, and cash flow from operations of \$4.4 billion.

OUR VALUES: Do What's Right, Respect Others, Perform With Excellence.

These are the standards that inform and inspire all of our activities, and distinguish us as a Corporation.

BAE Systems is a global defense, security and aerospace company with approximately 107,000 employees worldwide. The Company delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support services. In 2009 BAE Systems reported sales of \$36.2 billion.

BAE SYSTEMS

VSE was established in 1959 with its headquarters in Alexandria, VA and more than 100 locations around the world. VSE specializes in solving problems of global significance with integrity, agility and value.



Integrity - Agility - Value

VSE was featured in:

- *Forbes Magazine* for being the 4th Best Small Business in America (2007);
- *Government Executive* magazine's Number #1 Small Defense Contractor in the nation for 2008, 2009 and 2010;
- *Business Week* as the 6th Hottest Company in the U.S. (2008);
- *The Washington Post's* #1 climbing business in the Washington DC metro area (2009);
- Association for Corporate Growth #1 company in DC Metro area for largest corporate growth (2010).

The publicly-owned company successfully captures the effective use of people, systems and technology to enhance the navies of allied nations; completely refurbish and repair military equipment and vehicles; develop global strategies for vaccines and energy; complete construction infrastructure management; and complete IT Technologies. VSE also manages seized-forfeited government property which is auctioned and turned into revenue for various government agencies.

VSE has four wholly owned subsidiaries: Energetics Incorporated (1995); ICRC (2007); G&B Solutions, Inc. (2008); and Akimeka, LLC (2010).

If you are interested in potential teaming opportunities within VSE, we would like to invite you to register within our govWin teaming database at: <http://govwin.com/vsecorp/partnering-network/join>

Questions regarding the VSE Small Business Program or registering to do business within the VSE Partnering Network should be directed to Ms. Lisa Sloan, VSE's Small Business Liaison Officer at lasloan@vsecorp.com.

THANK YOU TO OUR PROMOTIONAL PARTNERS!



BAE SYSTEMS

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VSE CORPORATION



Integrity - Agility - Value



U.S. Army Contracting Command



14th Annual Small Business Conference

18 November 2010



Army Materiel Command Mission

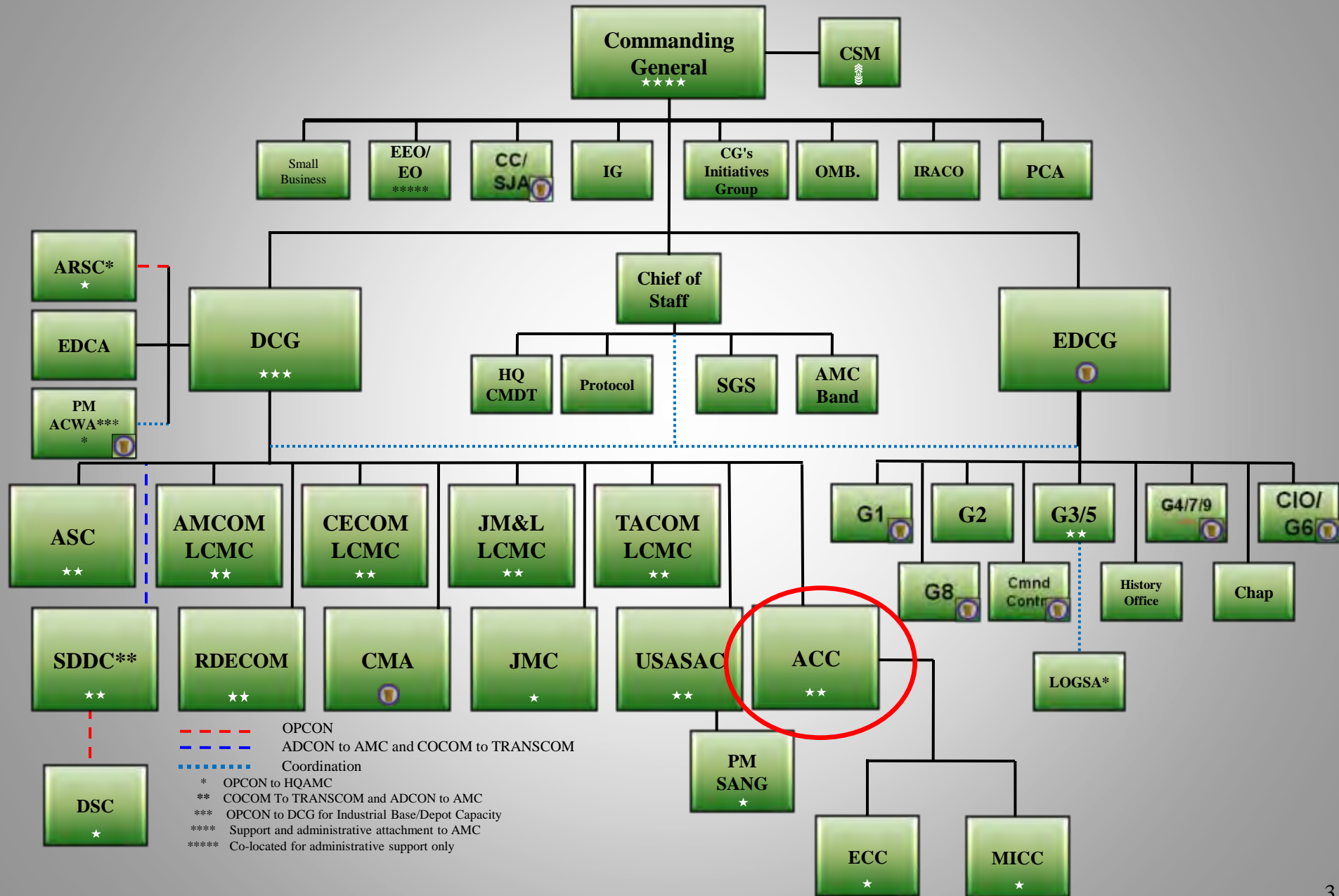


Provide superior technology, acquisition support and logistics to ensure dominant land force capability for Soldiers, the United States and our Allies



If a Soldier shoots it, drives it, flies it, wears it, eats it, or communicates it, Army Materiel Command provides it

AMC Command





Army Contracting Command

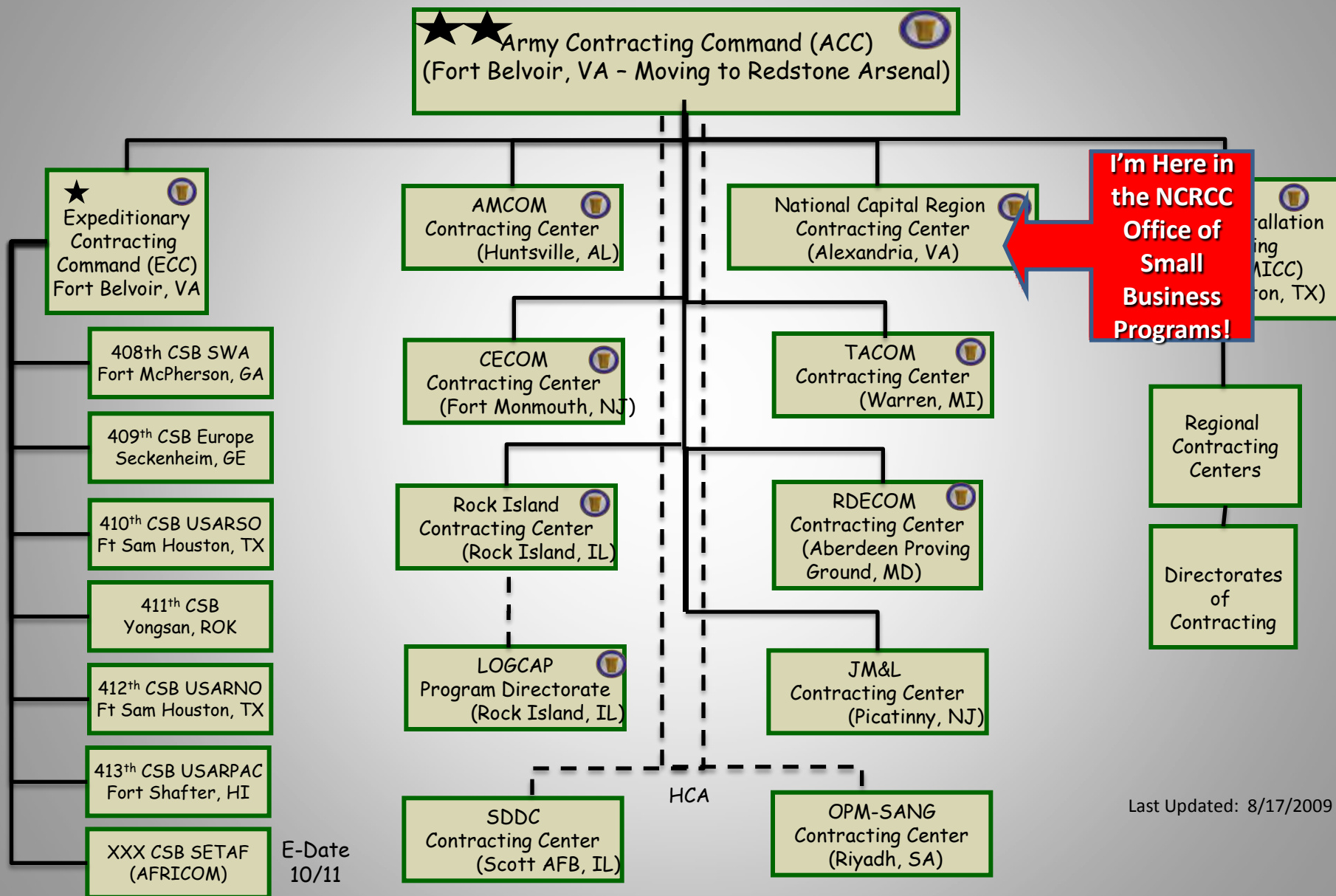
ACC Mission

Provide global contracting support to warfighters through the full spectrum of military operations

ACC Vision

A professional workforce providing quality contracting solutions in support of our warfighters

ACC Organizational Chart



NCRCC Office of Small Business Programs



NCRCC Small Business Program

Vision

To partner with our customers and contracting personnel in creating maximum and fair opportunities for small businesses to obtain federal contracts with NCRCC. Customers will respond to our excellent service by making NCRCC their provider of choice.

Mission

To obtain leadership in the Small Business industry by cultivating an environment that continuously improves customer service by providing cost-effective, timely, and quality products and services to our customers throughout the National Capital Region in support of their mission to maximize readiness of war fighters worldwide.

NCRCC

Small Business

FY10 Targets & Achievements

Category	FY 10 Targets	FY10 Achievements (as of Oct 2010)
Small Business	30%	23.85%
SDB	6.52%	7.84%
HUBZone	2.0%	1.60%
Women-Owned	3.37%	2.52%
Service-Disabled Veteran Owned	3.0%	2.18%
HBCU/MI	13%	Unknown





Becoming a Business Partner



**Welcome to
NCRCC!**

Where to Look for Business Opportunities





Army Single Face to Industry (ASFI) Acquisition Business Web Site

"Serving the U.S. Army Acquisition Community"

The Army has created a single website that provide access to all Army solicitations, vendor bid history, Online Representations and Certifications Application (ORCA), Justifications & Approvals and many other helpful acquisitions items.

Website: <https://acquisition.army.mil/asfi>



- ☐ Find Federal Business Opportunities
 - ☐ Notices of Sources Sought, Set-Asides, Awards
 - ☐ Solicitation Postings
- ☐ Sign up to receive e-mail notification of business opportunities
- ☐ Subcontracting match-making opportunities
- ☐ Review award notices for subcontracting opportunities

Sources Sought Response

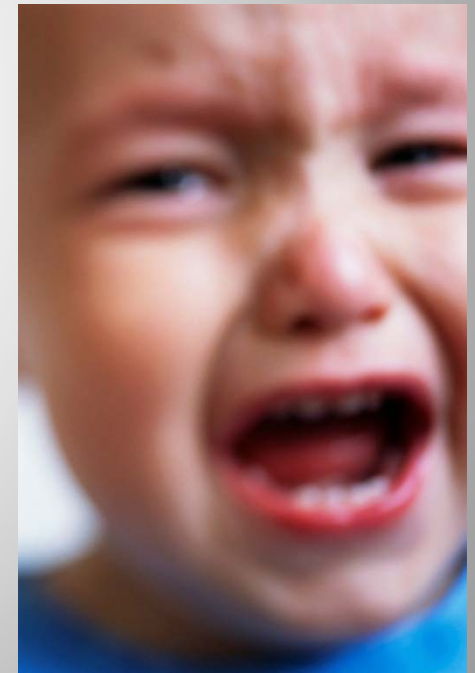
Vendors



Federal Business Opportunities



- ☐ Contracting Officer's utilize Sources Sought notices to develop and shape the acquisition strategy
- ☐ Small Business Advisors use your responses to sources sought notices to determine if small businesses are **capable** and **interested** in the work
 - ☐ 2 or more responses are needed - and we can recommend that it be set-aside
 - ☐ When Small Businesses fail to respond, the work is likely to go out full and open



Marketing Techniques and Strategies



Marketing Strategies

Headquarters Level

- ☐ Personnel are focused on policy, strategic planning, outreach, training
- ☐ Responsible for reviewing strategies over \$500M

Field Level

- ☐ Personnel are focused on making determinations for set-aside for all actions over \$100K prior to Contracting Officer's release of solicitation
- ☐ Looks for 2 or more Small firms to make a determination.

Small Business Advisors

- ☐ Do not bombard personnel with emails
- ☐ Make your email powerful by relating it to qualified work currently posted on the www.FedBizOpps.gov. Timing is critical, since the Specialist has a small window of opportunity to find suitable Small Businesses to fit the advertized job
- ☐ Include a powerful email "Subject Line", referencing the opportunity, such as:
 - ☐ Reference: Sources Sought WKF408-R-8912
 - ☐ Reference: Solicitation WKGY8-09-R-2342



FPDS-NG

☐ Federal Procurement Data System –
Next Generation

☐ Find out who buys your products
and/or services

☐ Agency Breakout

☐ State Breakout

☐ Top Counties

☐ Top Agencies

☐ Top Contractors

☐ Website: www.fpds.gov



Business Cards



- ☐ First Impression of your business
 - ☐ Who you are
 - ☐ What you sell
 - ☐ What's your qualifications
 - ☐ Logos (Veteran-Owned Business)

- ☐ Make it clear what your business does (light blubs, computers, rugs, IT, etc)

- ☐ Ensure the contact and website information is still correct

- ☐ Make use of the back of the card
 - ☐ NAICS codes
 - ☐ GWAC Information

- ☐ Keep them clean and neat!

Company Capability Statements

- ☐ A Resume for your Business!
 - ☐ Who you are
 - ☐ What you sell
 - ☐ What specific qualifications you have
- ☐ Marketing Contracting
 - ☐ Develop general Capability Statement / Line Card
 - ☐ One Page (Front & Back)
 - ☐ Codes (CAGE, NAICS, DUNS, TIN, etc)
 - ☐ Vehicles (GSA Schedule, IDIQs, BPAs, etc)
 - ☐ Socio-Economic Status
 - ☐ Contact Information
 - ☐ Personnel & Facility Clearance
- ☐ Marketing Technical Personnel
 - ☐ Develop more robust Capability Statement / Line Card
 - ☐ Geared more toward technical information
 - ☐ Less than 10 Pages
 - ☐ Bound or stapled



Reference Materials



FAR

- ☐ Federal Acquisition Regulation
 - ☐ Part 5 – Publicizing Contract Actions
 - ☐ Part 8 – Required Sources of Supplies and Services
 - ☐ Part 12 – Acquisition of Commercial Items
 - ☐ Part 13 – Simplified Acquisition Procedures
 - ☐ Part 14 – Sealed Bidding
 - ☐ Part 15 – Contracting by Negotiations
 - ☐ Part 16 – Types of Contracts
 - ☐ Part 19 – Small Business Programs
 - ☐ Part 22 – Labor Laws
 - ☐ Part 26 – Other Socio-economic Programs
- ☐ Website: www.arinet.gov



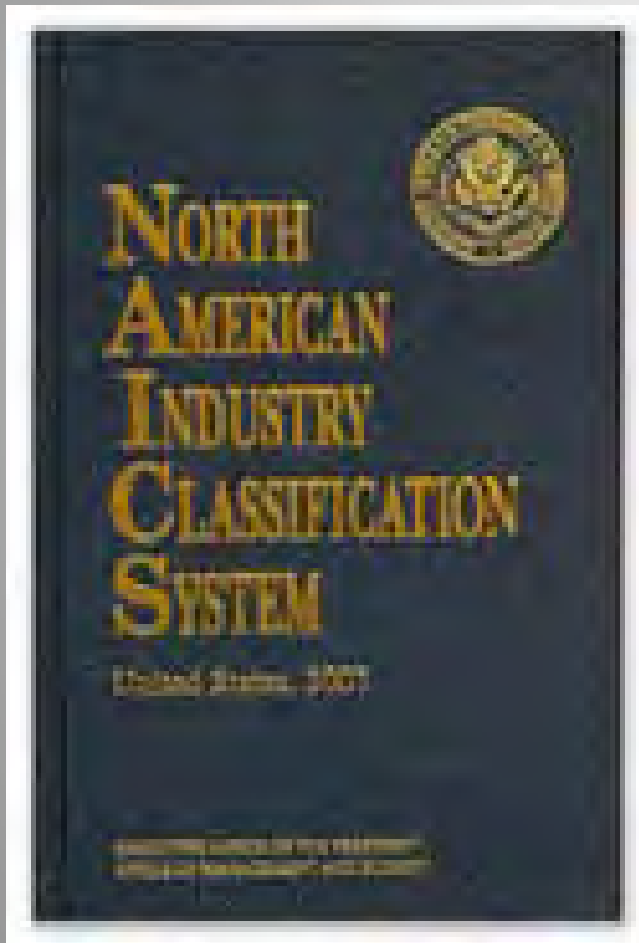
DFARS & AFARS

- ☐ Defense Federal Acquisition Regulation Supplement
- ☐ Army Federal Acquisition Regulation Supplement
 - ☐ Agency specific regulations, which are supplements to the FAR
- ☐ Website: www.arnet.gov
 - ☐ Click “Acquisition Workforce”
 - ☐ Click “Agency Supplemental Regulations”



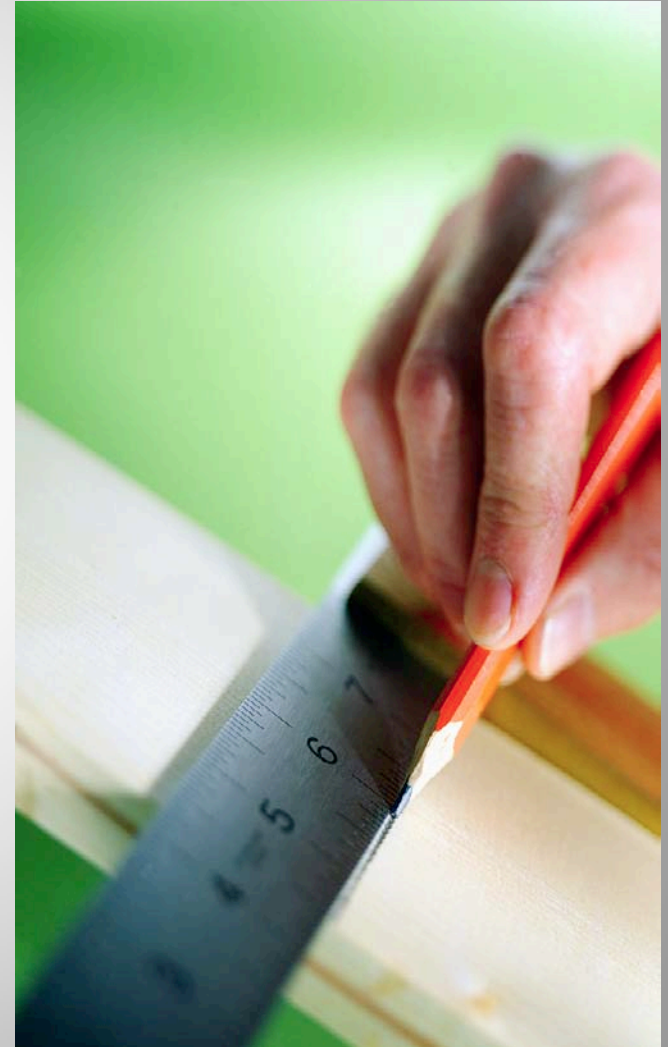
NAICS

- ❑ North American Industry Classification System
- ❑ Replaced the US Standard Industrial Classification (SIC) in 2000
- ❑ Jointly Developed by US, Mexico and Canada
- ❑ Classifies business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy
- ❑ Robust search Capabilities
- ❑ www.census.gov/eos/www/naics/index.html



Business Size Standards

- ❑ Hosted by SBA
- ❑ Needed to determine SB eligibility for procurement opportunities in www.FBO.gov
- ❑ Separate Size Standard for each NAICS
 - ❑ Supplies = # of employees
 - ❑ Services = Average Annual Receipts
- ❑ Website: www.sba.gov



FSC or PSC

- ☐ Federal Supply Classification (FSC)
 - ☐ Website: <http://www.drms.dla.mil/asset/fsclist.html>
 - ☐ Website: www.sellingtoarmy.com
 - ☐ Click “Tools”, then Click “FSC Search”
- ☐ Product Service Code (PSC)
- ☐ Managed by DLA & GSA
 - ☐ Each item in the Federal Supply System is assigned a separate number
- ☐ Needed to understand breakdown for searching procurement opportunities in www.FBO.gov





Survival Tips

Survival Tips

- ☐ Understand government business and how your products / services relate
- ☐ Work closely with the Contracting Officer and be Respectful
- ☐ Accept Credit Cards to Prevent Missed Opportunities
- ☐ Section L&M - Follow Proposal Submittal Instructions
 - ☐ Validity, Page limits, # of copies, Question Deadlines
 - ☐ Set Proposal up in same format as RFP/IFB
- ☐ Seek & Accept Micro-Purchases (under \$3000)
- ☐ Obtain a Mentor (Large or Small Business)
- ☐ Consider Partner & Teaming Arrangements
- ☐ Develop a “Government” Capability Statement
- ☐ Develop a “Government” Business Card
 - ☐ with applicable federal codes & SB logos
- ☐ Understand the Contracting Officer’s Authority
- ☐ Be Responsive and Responsible (deadlines)



Survival Tips

- ❑ Sign Proposal (Signed only by Company Official with Proper Authority)
- ❑ Negotiations (only send Person w/ Proper Authority to Legally Bind Company)
 - ❑ Telephonically – be Mindful of Speakerphone “MUTE” verses the “HOLD” button
- ❑ Be prepared for Delays Entering Installation to Ensure Proposal / Bid is Timely
- ❑ Attend Pre-Proposal Conferences, Site Visits & Industry Days
 - ❑ Discover competitors, listen to off-line discussions, follow-up for clarifications, subcontracting opportunities with prime contractors
- ❑ Turn off Cell Phones & No Texting during Meetings!
- ❑ Protest – When Appropriate – Not Always
- ❑ Track Government Sales Data
 - ❑ Track GSA Schedule Sales Separately (industrial funding fee)
- ❑ Request Incumbent’s Pricing (Schedule B)
 - ❑ Assists in Preparing Your RFP, RFQ or IFB
- ❑ Take Advantage of Training Opportunities



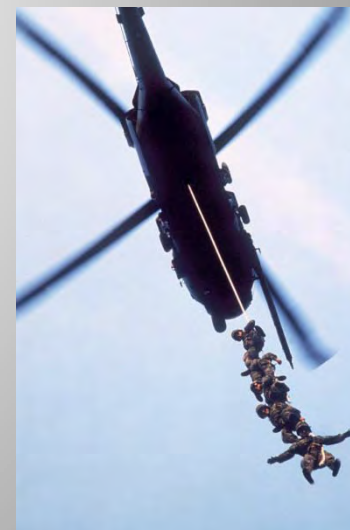
Survival Tips

- ☐ Keep Database Record with Passwords
- ☐ Keep Information Up-to-Date (Area Codes)
- ☐ Review www.FedBizOpps.gov daily (Hire a Student)
 - ☐ Upcoming Opportunities
 - ☐ Award Notices for Subcontracting Opportunities
- ☐ Obtain Free D&B Business Credit Report (Annually)
- ☐ Proposals - Make Timeline & Cost Estimate
 - ☐ Can you afford to submit? (Win or Lose)
- ☐ Evaluation Factors – Know what's Important!
 - ☐ Price over Technical?
 - ☐ Technical over Price?
 - ☐ Subcontracting over Past Performance?
- ☐ Proposal – Provide alternate POC or General Phone #
- ☐ Online Catalog – Make Most of & Keep Updated
 - ☐ Honor outdated prices – do not argue with customer
- ☐ Intelligence Property – protect your rights, the gov't wont!
 - ☐ Apply for Patents, Copyrights & Trademarks



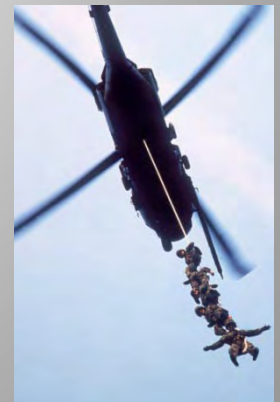
Survival Tips

- ❑ Meeting with Government Small Business Offices
 - ❑ Look at your own business website prior to meeting to understand questions
 - ❑ Look at my website – understand the nature of my business (client-focused)
 - ❑ Prior to meeting conclusion, request lead of another agency to market to with name/phone
- ❑ Subcontracting - Past Performance & Debriefings
 - ❑ Make formal agreement with Prime to obtain past performance information as a Subcontractor & attend or obtain debriefing information
- ❑ Trade Fairs – Put booth # on back of business card and pass out during event
- ❑ Diversify business in response to market trends (i.e. go green)
 - ❑ Be in control - do not chase the marketplace
- ❑ Trade Publications – submit an article based on your expertise
 - ❑ You pick topic & drive own success (free marketing opportunity)
- ❑ Voice Messages – Leave a Clear Phone # & Repeat
- ❑ Marketing – Be aware of Agency's Prohibited Items
 - ❑ Thumb-drives, CD's, Attachments, etc.
- ❑ Personnel – hire a former Federal Employee
 - ❑ (i.e. Contracting Officer for Proposal Writing)



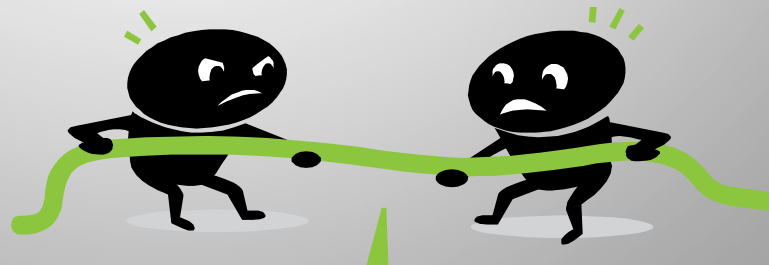
Survival Tips

- ❑ Know who you are Speaking to
 - ❑ Government Employee or Government Contractor
 - ❑ Contacting Officer, Contract Specialist, COTR or Other
- ❑ Introductions – Don't lead with your SB status – what can you do for the bottomline?
 - ❑ What difference are you going to make in profitability?
 - ❑ What problems are you going to solve?
 - ❑ How are you going to make them more efficient, save them money?
 - ❑ It's not your socio-economic status that earns you the right to do business with the company or government, it's your competence in business that earns you that right, and that what you lead with – every single time!
- ❑ Holiday Greeting Cards – Be Different and Stand Out
- ❑ Ensure Consistency between websites, CCR, Business Cards, etc.
- ❑ Always Request a Debriefing (Win or Lose)
 - ❑ Don't argue the results or attack Gov't Personnel
 - ❑ Utilize this time to gain insight



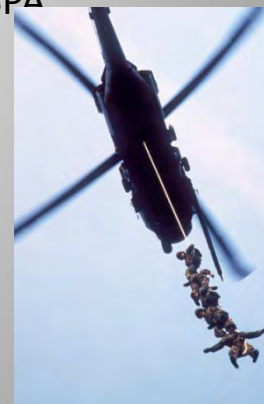
?? Sample Debriefing Questions ??

- ☐ Was our proposal responsive to your needs? If not, which ones did we miss?
- ☐ Did we meet all the solicitation requirements? If not, where were we deficient?
- ☐ Did it sound like we understood your project? If not, which aspects did we come up short on?
- ☐ Did we clearly call out the benefits to you of our approach? If not, which ones did we miss?
- ☐ Was our technical approach to resolving your problem adequate? If not, what was it lacking?
- ☐ Was our approach to managing the project what you were looking for? If not, how could we have improved it?
- ☐ Was the proposal easy to understand and follow? If not, which sections did you have trouble with?
- ☐ Were our costs too high?



Survival Tips

- ☐ Past Performance References & Financial References
 - ☐ Be careful who you use – will they really give you a good reference?
- ☐ Terms of Art – know and understand what you are talking about (FAR , NAICS)
- ☐ Trade Associations – utilize membership by making voice heard on Capital Hill
- ☐ Know your Competition – Know your Market
 - ☐ Market 1-2 agencies and then expand your market base (Not EVERY agency at once)
- ☐ Be aware of agency's priority preference – are their mandatory contracts?
 - ☐ Army Contracting Command – Office Supplies are purchased off mandatory BPA
- ☐ Become web-savvy or hire someone who is (Student)
- ☐ Understand Laws & Regulations that Impact you
- ☐ Promise only what you can deliver!
 - ☐ Keep your integrity & be honest
 - ☐ Deliver on time and on budget
 - ☐ Nothing Sell Better than Great Performance!



Questions?



EFFECTIVE BRAND POSITIONING: THE VALUE OF YOUR MESSAGE



PROCESS

THINK
CREATE
VALIDATE
DELIVER

Real Partnerships. Proven Results.



GROWTH.

Everyone ~~needs~~ WANTS it.



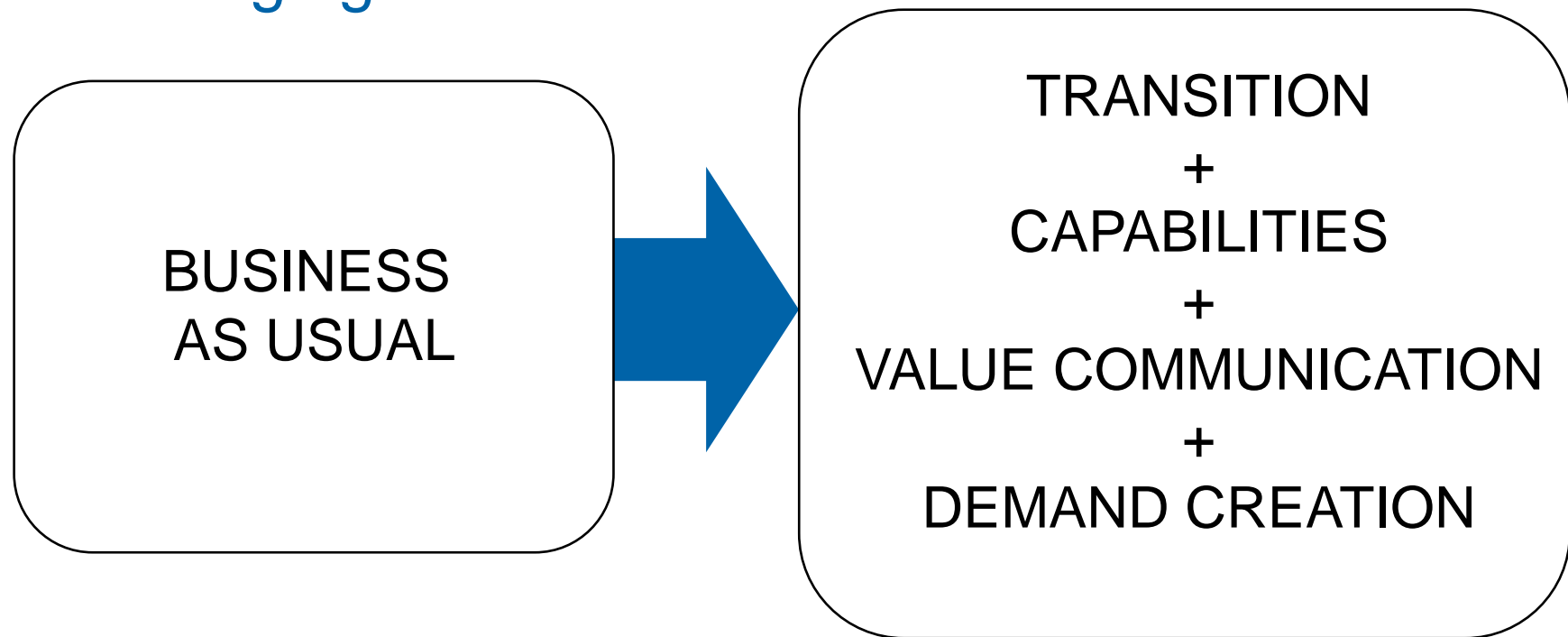
EXCUSES



“Now go get us
20% market share”



A changing formula

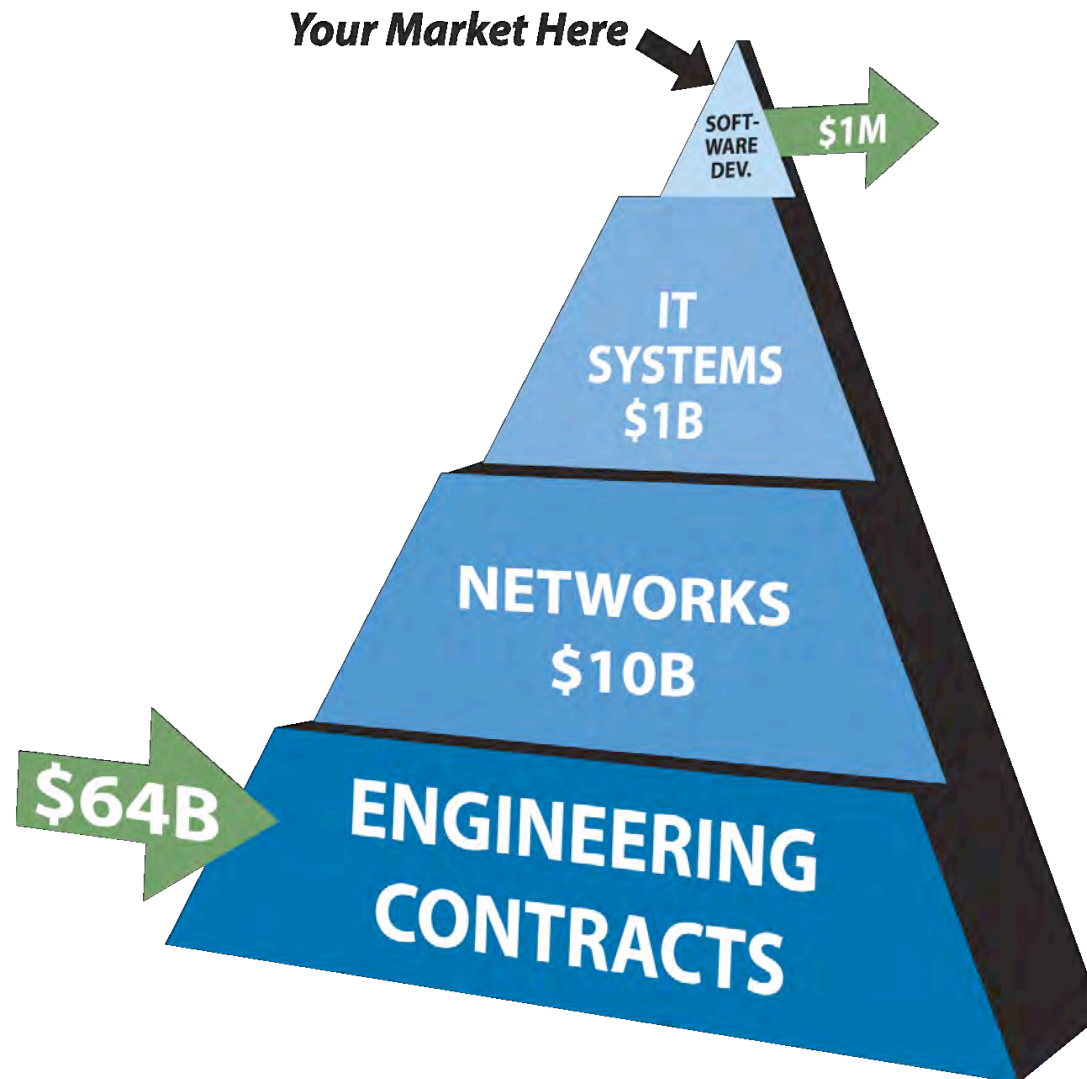





BEWARE:

The allure of BIG numbers.

\$64B





Five considerations to assess opportunities:

1. Gather the data
2. Know your story
3. Pivot the communications
4. Culture matters
5. Measure results

Step 1: Gather data

Consider:
Is this **REALLY** worth it?



Don't inhale your own exhaust.

(Your challenge: avoid “forcing” fit to gain \$)



Identify: Capabilities to succeed.

Got milk?





WHAT does your customer REALLY buy?


- price
- product feature
- service
- relationship
- trust

Step 2: Know your story

What you do and how it
adds value to the customer



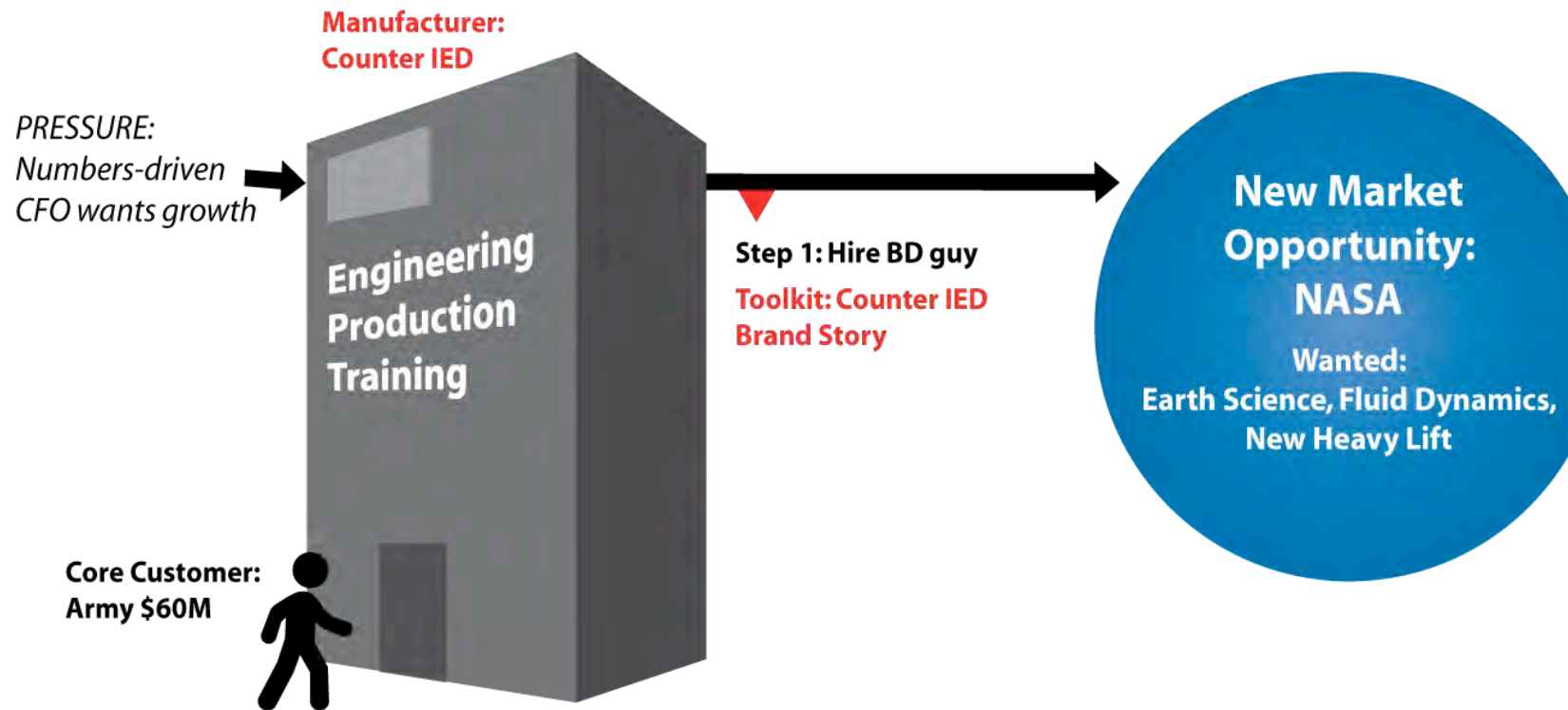
authenticity



Pitfall: Expanding into areas that are not
logical extensions of your story/brand.

Run the risk of diluting your message

If managed strategically
you can improve your brand position



Step 3: Pivot the communications

Align your communications
strategy and brand story



Test. Adjust. Test. Adjust. Execute. Measure.
Repeat.

Focus on the ultimate aspects of brand equity:

- **Awareness** – Develop understanding among target stakeholders and potential new prospects of your complete offering (recognition and recall)
- **Association** – Stakeholders to identify with the brand through products or services
- **Enhanced Value** – Promoting the organization brand with an emphasis on your complete value proposition

“We no longer view the command post as a bunch of tents and rigid-walled vehicles. It’s a weapon system.” Col. Cris Boyd, Army

Step 4: Culture matters

Culture eats strategy
for breakfast.





Challenge yourself:
does each activity ADD VALUE
to the customer?



Step 5: Measure results



Janet Chihocky
JANSON Communications

jchihocky@jansoncom.com

or at 703.393.2500

if you have any questions.



jansoncomm

MG Barry Bates

USA, Vice President, Operations, NDIA

WELCOME !
to the
14TH Annual
Small Business Conference

***“Small Business and the Military:
Success Through Partnership”***

Vision

America's leading Defense Industry association
promoting National Security

Mission

- ADVOCATE: Technology for War-Fighter and First Responder
- PROMOTE: Government - Industry National Security Team
- PROVIDE: Forums for information exchange between Government and Industry

About Us.....

- Non-profit, educational association
- Work with industry, government and all military services
- 1,769* corporate members (over half small business)
- 88,040 individual members; 25,779 Government
- 52 Chapters
- 34 Divisions

Activities

- 70-80 Conferences
- 30 Exhibitions
- Advocacy for broad industrial base issues
- *National DEFENSE* magazine
- Annual *Top Issues* document
- Studies and reports

Affiliates



Association for Enterprise Information



National Training & Simulation Association



Precision Strike Association



Women In Defense

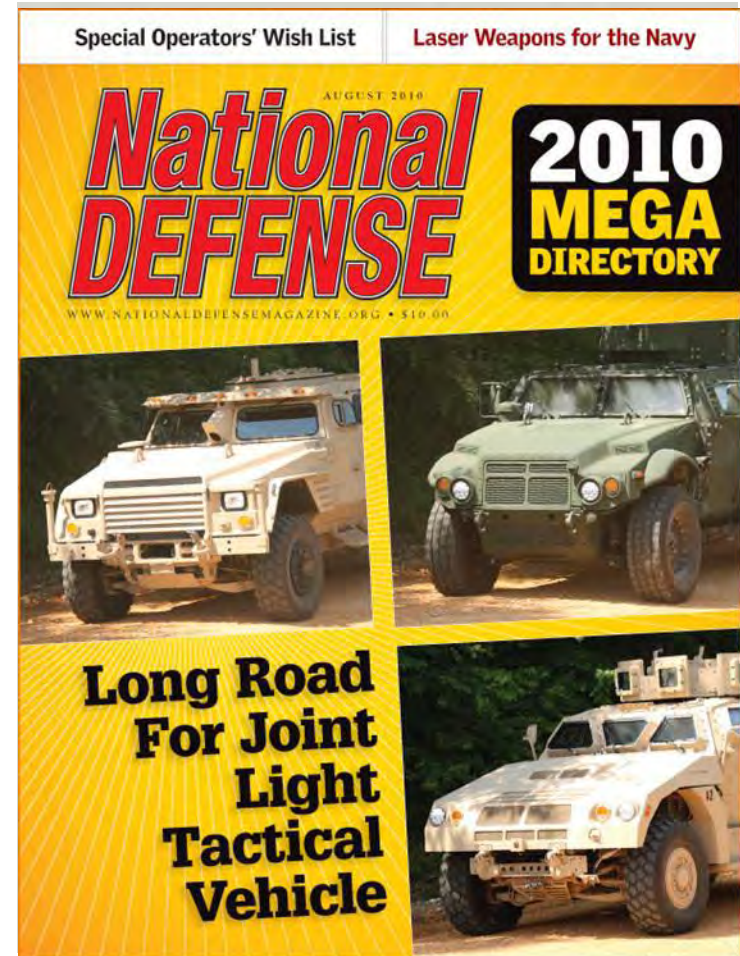
National DEFENSE

- Business & technology monthly
- 67,500* Subscribers
- 168,750* Readers
- Cover Story w/feature articles
- Departments:
 - President's Perspective
 - Letters to Editor
 - Washington Pulse
 - Security Beat
 - Defense Watch
 - Tech Talk
 - NDIA News



Annual “Mega Directory”

- August Issue of *National DEFENSE* Magazine, plus....140 page supplement:
 - DoD Acquisition Directory
 - Committee & Division Directory
 - Chapters & Officers
 - Annual Events Calendar
 - Affiliate Overviews
 - Corporate Index of Capabilities
 - Alpha by capability
 - Alpha by company



Top Issues

- NDIA's national 'agenda'
- Derived from member inputs
- Guides advocacy and educational activities
- Distributed to.....
 - Members of Congress
 - Government Leaders and Policy Makers
 - Event attendees
 - Others



Top Issue 4: Increase Government Contract Usage of All Small Businesses

- Unified parity among all small business categories (8A, WOSB, SDVOSB, HUBZONE, HBCU & MI, Indian Incentive [including Alaskans and Hawaiians], SDB) during federal contract competitions
- Disincentives for not meeting small business subcontracting goals
- Improving intellectual property protection for small businesses
- Permanently reauthorize the Small Business Innovative Research (SBIR) Program
- Repeal the three percent withholding on all government contracts
- Encourage participation of qualified small businesses for OCONUS projects.

NDIA would like to thank our Promotional Partners



BAE SYSTEMS



Integrity - Agility - Value

And our 2010 Displayers!

3M

AAI Corporation

ATK

BAE Systems

Battelle

The Boeing Company

Cubic Defense Applications

DRS Sustainment Systems

DynCorp International

General Dynamics

Honeywell

HP Enterprise Services

IBM

ITT Corporation

KBR

Lockheed Martin Corporation

Northrop Grumman

Oshkosh Corporation

Raytheon Company

Savi Technology, A Lockheed Martin
Company

VSE Corporation

Wells Fargo Capital Finance



National Defense Industrial Association

Your Premier Defense Association!



LTG James H. Pillsbury

USA, Deputy Commanding General, Army Materiel Command (AMC)



U.S. ARMY MATERIEL COMMAND

14th Annual Small Business Conference
17-18 November 2010



*Small Business & The Military:
Success Through Partnership*

LTG James H. Pillsbury



Deputy Commanding General AMC





What I Want To Leave You With



- **AMC is committed to Maximizing Small Business Opportunities in Support of the Warfighter.**
- **AMC supports entrepreneurs and their innovative spirit.**
- **AMC is committed to Developing, Delivering and Sustaining Materiel for our Future Army while Maintaining a Decisive Edge.**



AMC Small Business Program



Mission

Ensure that a fair portion of contract awards is placed with small business enterprises



VISION:

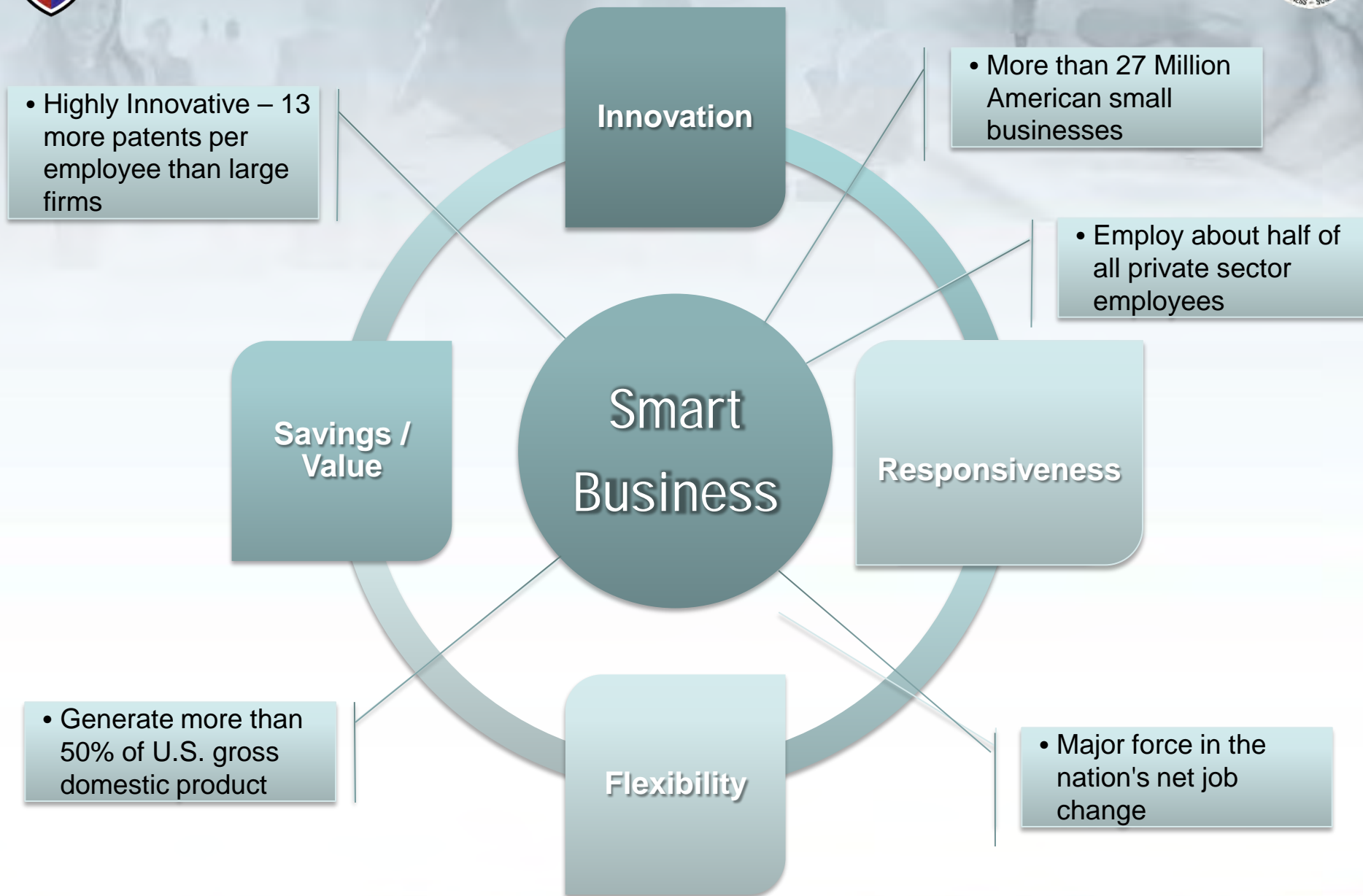
Achieving **optimum** small business participation by seeking small business solutions first in support of the Warfighter

AMC CONTRACTS FOR:

- Weapon systems and equipment
- Research & Development
- Spare parts
- Maintenance
- Other services (eg. IT, Engineering Support, Logistics, etc.)



Small Business is... SMART BUSINESS!





Small Business is Big Business in AMC





Dual Band Antenna



CREW





ResQvent™ - Treatment for Traumatic Brain Injury





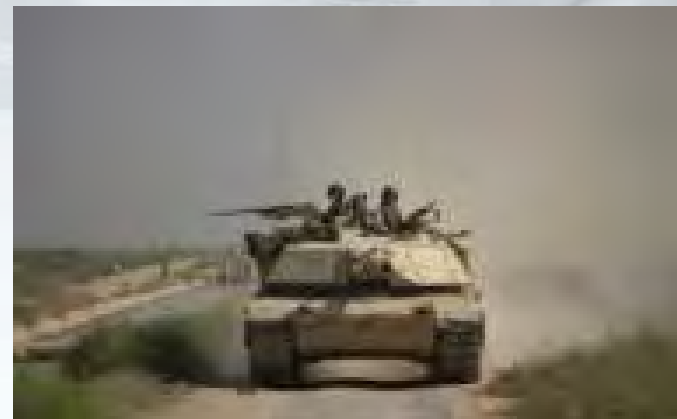
System for TRlaging Key Evidence (STRIKE)



UNCLASSIFIED



Staff Tool for Rapid Incident Prediction and Evaluation (STRIPE)

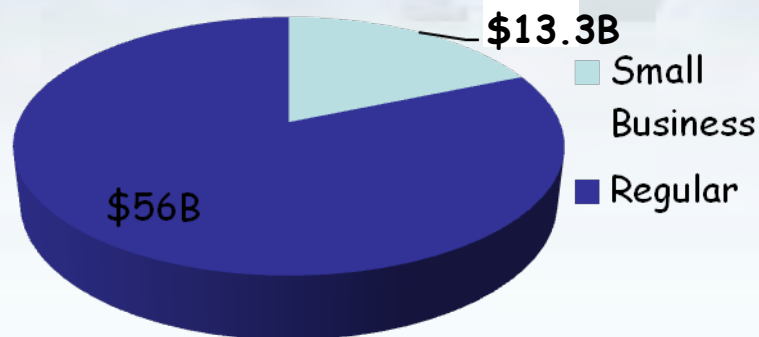




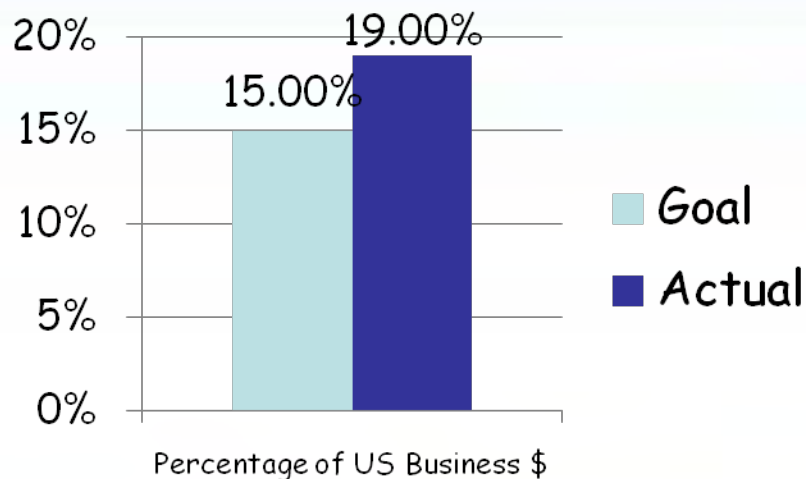
AMC Contract Awards FY10

(U.S. Business Total \$69 Billion)

Preliminary data
FPDS-NG
As of Sept, 30 2010



**FY 2010 Goal
Office of Small Business
Programs**



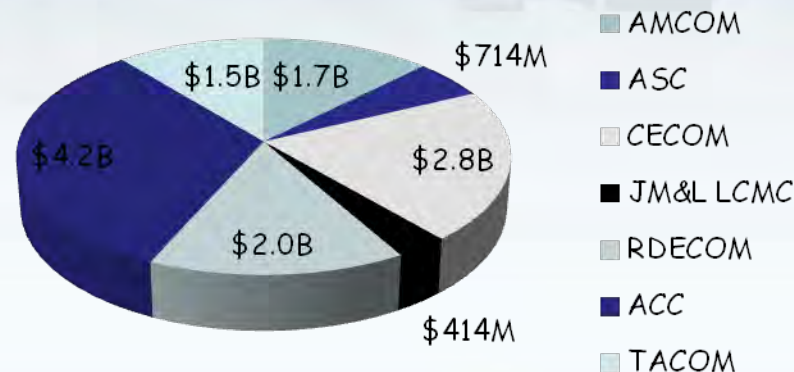


FY10 AMC Small Business Program



Preliminary data FPDS-NG
As of Sept, 30 2010

FY10 AMC Small Business Program (\$13.3B)



FY10 AMC Small Business Program				
LCMC	Total US Bus	Total SM Bus	% Achieved	% Goal
AMCOM	\$ 15,795,983,032	\$ 1,678,983,303	10.6%	10.4%
ASC	\$ 4,300,482,000	\$ 713,791,100	16.5%	15.0%
CECOM	\$ 14,000,771,454	\$ 2,790,435,620	20.49%	17.6%
JM&L LCMC	\$ 2,358,600,215	\$ 413,848,779	17.50%	29.4%
RDECOM	\$ 5,524,380,705	\$ 2,006,003,570	36.31%	29.0%
ACC	\$ 10,801,921,021	\$ 4,235,736,916	39.2%	46.1%
TACOM	\$ 15,993,039,903	\$ 1,476,472,957	9.1%	10.3%
AMC FY09	\$ 68,866,558,769	\$ 13,315,272,245	19.40%	15.00%



Challenges– Need Your Support 2011



- Responsibly Drawdown equipment in Iraq and Afghanistan
- Major task – requires “creative” thinking and execution to accomplish
- Identify and Address Inefficiencies as we shape our Future Army
- We need your support to overcome the obstacles that inevitably develop in a logistics operation of this magnitude
- Ensure that Acquisition Process is Amenable to Technological Evolution
- Ensure that Acquisition Workforce has the capabilities to address future requirements



Final Thoughts



- **WE continue to do GREAT things for our Soldiers during a period of persistent conflict**
- **RESPONSIBLE resource stewardship**
- **Should be ONE-TEAM with multiple players and a spectrum of skills working to a common purpose through Collaboration, Communication & Cooperation**
- **Can't do this without each of you in this room**



FOCUSED ON THE
WARFIGHTER



LTG William N. Phillips

*USA, Principal Military Deputy, Assistant Secretary of the Army
(Acquisition, Logistics and Technology) and Director, Acquisition Career
Management*



14th Annual National Defense Industrial Association Small Business Conference

CONTINUING OPPORTUNITIES FOR SMALL BUSINESS

LTG Bill Phillips

Principal Military Assistant to the
Assistant Secretary of the Army
(Acquisition, Logistics and Technology)
and Director, Acquisition Career Management
17 November 2010



DESIGN • DEVELOP • DELIVER • DOMINATE
SOLDIERS ARE THE DECISIVE EDGE



Outline



- **Contracting**
- **Army Contracting**
- **Acquisition & Efficiencies**
- **Takeaways**

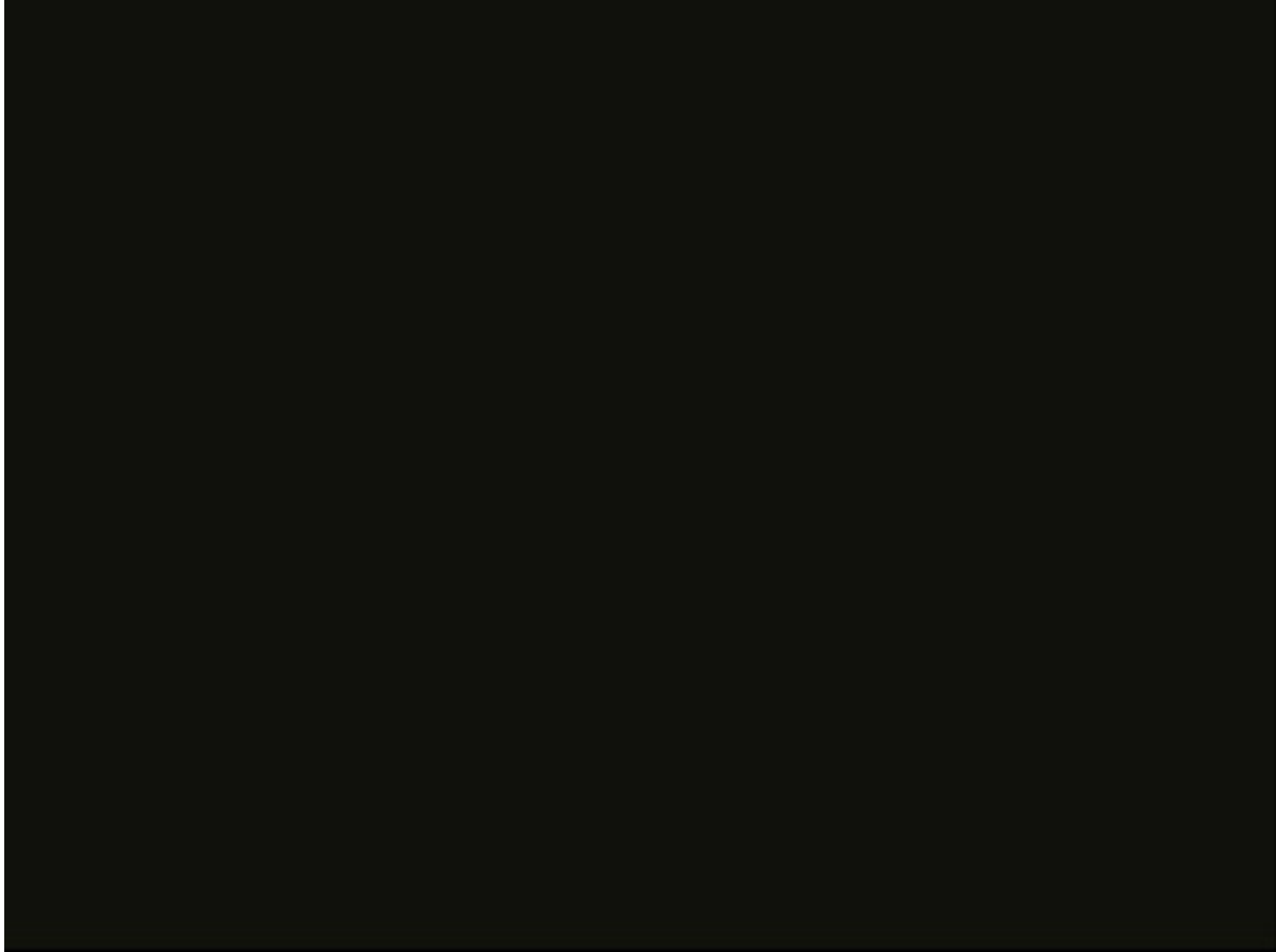
Goals:

- **Understand Army Contracting**
- **Understand the Value of Acquisition**
- **Appreciate Acquisition & Contracting as Critical Warfighting Enablers**





A “Transforming” Challenge to the Army



DESIGN • DEVELOP • DELIVER • DOMINATE

SOLDIERS ARE THE DECISIVE EDGE



Did You Know?



- 1. This Current Multi-Billion Dollar Company Started Off As A Small Business Financed By The Sale Of A VW Bus And An HP Scientific Calculator.**





Army Contracting - Did You Know?



2. How much (dollars) does Army Contracting purchase in one day?

a) ~ \$ 400M

The last day of FY10 the Army placed \$5.48 Billion on contracts in one day!





Army Contracting - Did You Know?



3a. How much did we spend on LOGCAP since inception?

\$ 36.4B LOGCAP III (as of 30 September 2010)

\$ 3.1B LOGCAP IV (as of 30 September 2010)

3b. How much did we spend on LOGCAP last year?

\$ 2.4B LOGCAP III }
\$ 3.1B LOGCAP IV } \$5.5 Billion

3c. How much was awarded to small business for LOGCAP in FY10?

\$ 6.8M LOGCAP III }
\$606.0M LOGCAP IV } \$612.8M





Army Contracting - Did You Know?



4a. How much did we spend in Contracted \$'s for Fiscal Years 2008, 2009, and 2010?

4b. How much did we spend in Small Business Contracted \$'s for Fiscal Years 2008, 2009, and 2010?

	FY08	FY09	FY10	TOTAL
TOTAL	\$165B	\$132B	\$138B	\$435B
SMALL BUSINESS	\$26.5B	\$29.3B	\$28.1B	\$83.8B





Army Contracting - Did You Know?



5a. What proportion of Federal contracting is executed by the Army? (FY09)

a) 25% (\$132B / \$539B)

5b. Defense contracting?

a) 35% (\$132B / \$372B)





Army Contracting - Did You Know?



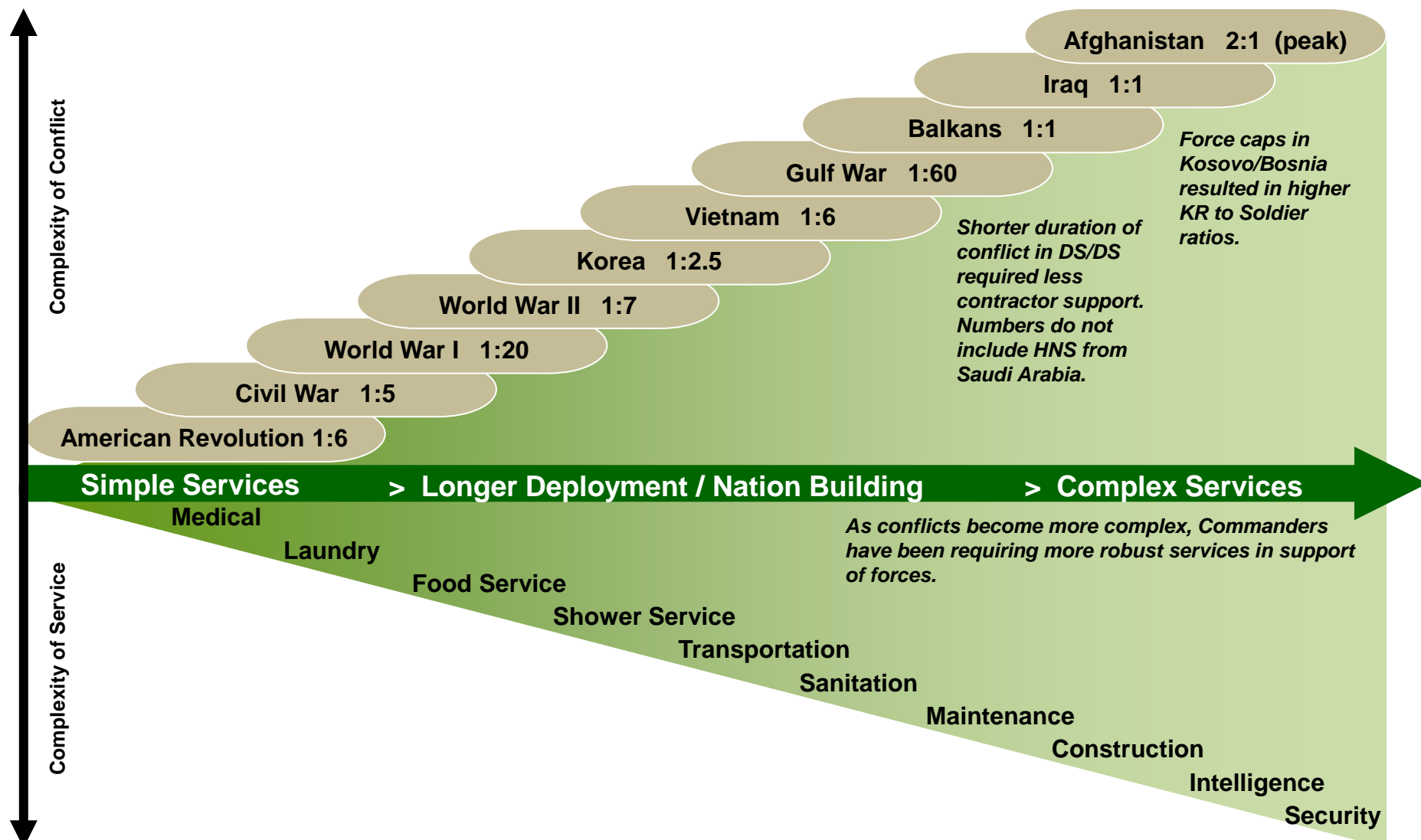
6. How long have contractors been supporting Warfighters on the battlefield?

a) Since the American Revolution



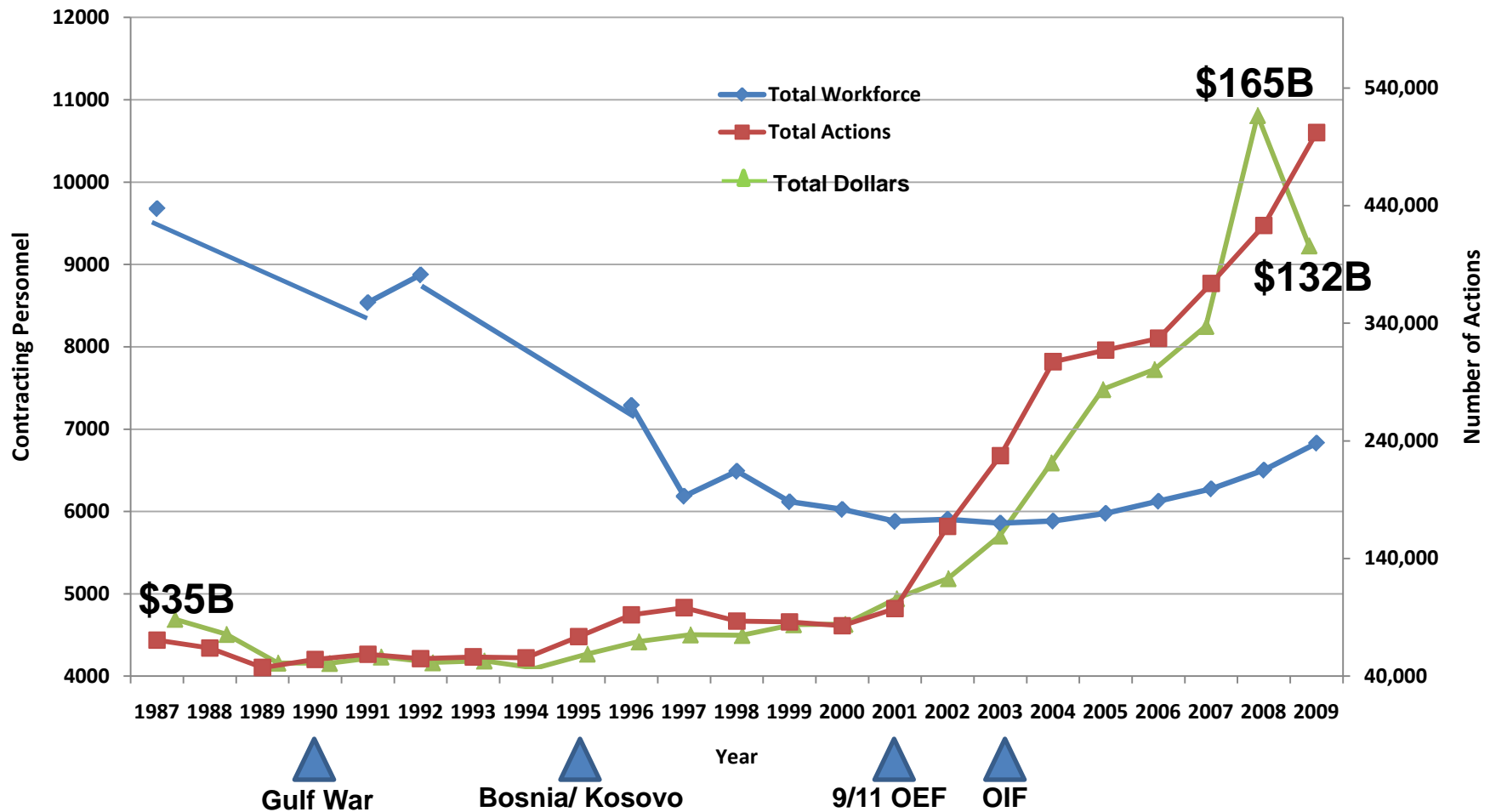


Contractors on the Battlefield





Army Contracting: Workload up 1000%; Workforce down 25%

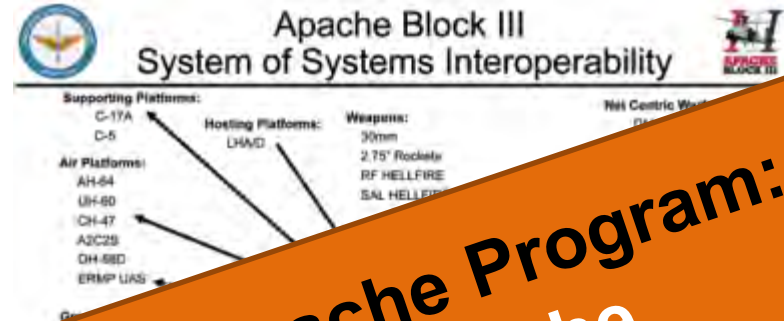


Army Contracting was unprepared for the explosion in global requirements in an era of persistent conflict





Increasing Complexity



**Small Businesses Supporting the Apache Program:
11 of 24 FY2009 Contracts by PM Apache
24.3% of Boeing Mesa Subcontracts**



Law
Title 10 and Title 41 Authorities

- FAR and supplements
- DFARS and supplements

- DFARS Procedures, Guidance and Information (PGI)
- AFARS and supplements





Doing More Without More

OSD Efficiencies Initiative



Mission:

- Deliver the warfighting capability we need with the money we have. Obtain better value for the taxpayer by improving the way the DoD does business.

Task:

- Abandon inefficient practices accumulated in a period of budget growth.
- Learn to manage defense programs that are "respectful of the taxpayer's economic interests" [DoD, 2010]

SMALL BUSINESS = Greater Efficiencies and Effectiveness !!

Improvement
in Process Cycle
Time
- 54% Reduction in
Process Defects



**Must look for "efficiencies" inside programs and contracts--
Affordability**





Key Customers and Stakeholders



- **Soldiers**
- **American Citizens**
- **Industry and Academia**
- **Peers, Superiors and Subordinates**



Acquisition is a Team Effort.





ASA(ALT) Intent



Committed To Maximizing Small Business Opportunities In Support Of *The Warfighter.*

Topics:

- Understanding how Army Supports Small Business Programs
- Appreciate the Value of Small Business Partner Contributions
- Build on Success – Expand Relationships with Small Businesses





Key Actions



- **Rebuild and Rebalance our Contracting & Acquisition Workforce**

- Our people are our most important asset

- **Acquisition Transformation**

- Weapon Systems Acquisition Reform Act of 2009
- USD (AT&L) Value Task Force
- Army Acquisition Review

- **Rapid Acquisition**

- *Small Business is a successful...*

- **Supporting our Warfighters – Capability to Warfighters**

- Network
- Infantry Brigade Combat Teams

- Capabilities

- **Technological Strength to Provide Decisive Edge to Warfighters**

- Update and modernize selected systems to best prepare Soldiers for combat
- *Small Business is significant source of new technologies to support our Brigade Combat Teams*
- Enable Warfighter capabilities through continuous upgrades / modernization
- Incremental Enhancements – Better enable all of our formations through continuous upgrades





Small Business Innovation Research



- Mandated by Congress to be 2.5% of S&T budget
- FY10 SBIR budget was \$244M
- For FY10 there were over 3500 small business proposals submitted to the SBIR office
- From these 3500 proposals, over 525 Phase I or Phase II SBIR awards have been made or are being negotiated.





Success Stories



SES:

Joint Venture to Manage Prototype
Integration Facility (PIF)

UH-60 Doppler GPS Navigation System
(DGNS)



A123 Systems:

Lithium Metal Phosphate Battery Cells
& Packs



Capture Emerging Technology to Support Efficiency Initiatives





Success Stories



MicroTech:
Technology solutions,
specializing in government
computing environments



Hontek Corporation:
Erosion Protection Technologies

**Leverage Small Business Innovations to Improve
Soldier Products & Systems**





Success Stories



Ultracell: 25W Reformed Methanol Fuel Cell for Soldier Power



SAVIT Corporation: Wide Angle Robotic Vehicular Vision System (WARVVS)

Capture Emerging Technology to Support Efficiency Initiatives





... the vast majority of innovative and revolutionary components, systems, and approaches that enable and sustain our technological advantage reside in the commercial marketplace, in small defense companies, or in America's universities. Therefore, the Department will work to establish requirements and pursue specific programs that take full advantage of the entire spectrum of the industrial base at our disposal: defense firms, purely commercial firms, and the increasingly important sector of those innovative and technologically advanced firms and institutions that fall somewhere in between.

QUADRENNIAL DEFENSE REVIEW REPORT

February 2010





Seeking Innovation – An Example





Defense Acquisition

“Strength in Partnerships”



White House



Congress



Academia



Department
Of Defense



Marine Corps



Navy



Air Force



PARTNERING WITH ALL



SMALL AND LARGE BUSINESSES



DESIGN • DEVELOP • DELIVER • DOMINATE
SOLDIERS ARE THE DECISIVE EDGE



14th Annual National Defense Industrial Association Small Business Conference

CONTINUING OPPORTUNITIES FOR SMALL BUSINESS

LTG Bill Phillips

Principal Military Assistant to the
Assistant Secretary of the Army
(Acquisition, Logistics and Technology)
and Director, Acquisition Career Management
November 17, 2010





Ms. Tracey L. Pinson

*Director, Small and Disadvantaged Business Utilization, Office of the
Secretary of the Army*

NDIA 14th Annual Small Business Conference

November 17, 2010

Ms. Tracey Pinson

Director, Office of Small Business Programs
Office of the Secretary of The Army



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To be the premier advocacy organization committed to maximizing small business opportunities in support of the Warfighter and Army Force Generation (ARFORGEN)



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MISSION

- Advise the Secretary of the Army and the Army Leadership on Small Business Related Matters
- Spearhead Innovative Initiatives that Contribute to expanding the Small Business Industrial Base Relevant to the Army Mission and Priorities
- Leverage the Use of Minority Serving Educational Institutions in Support of Army Science and Technology Programs



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FY10 ARMY PRIME CONTRACT AWARDS

(Dollars shown in millions) **Preliminary Data**

	FY10 Spend	% Achieved
US Business	\$104,249	
Small Business	\$27,732	26.60%
Small Disadvantaged	\$10,269	9.85%
Women-owned	\$4,487	4.31%
HUBZone	\$5,613	5.38%
Veteran-Owned	\$4,326	4.15%
Service-Disabled Veteran-Owned	\$2,898	2.78%
HBCU/MI	\$34	8.72%*

*Percentage of total education contract dollars

Source: FPDS-NG Data as of 11/15/2010

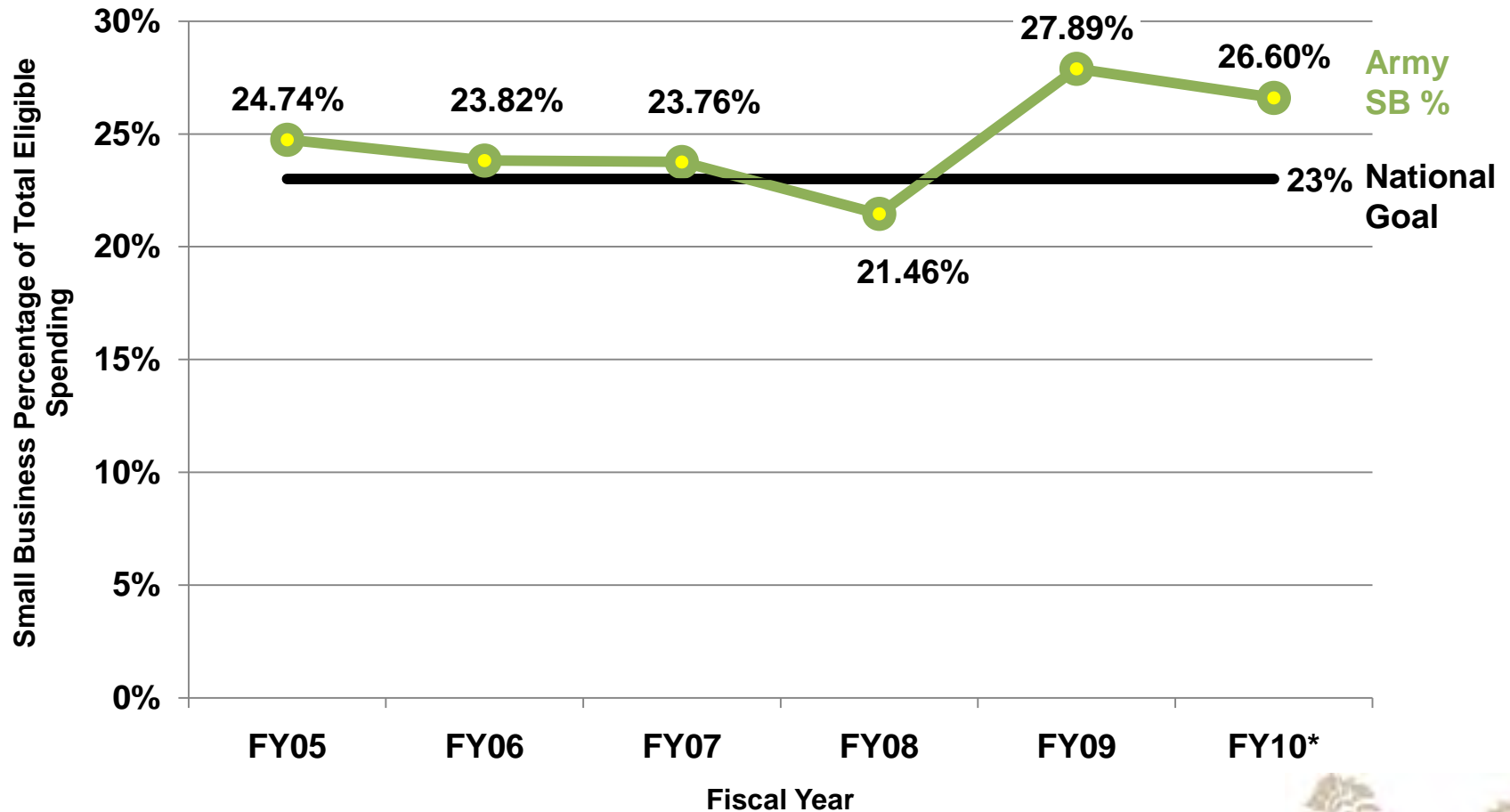
Note: This data is preliminary and has not yet been verified by the SBA



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Army Small Business Achievements FY05-FY10



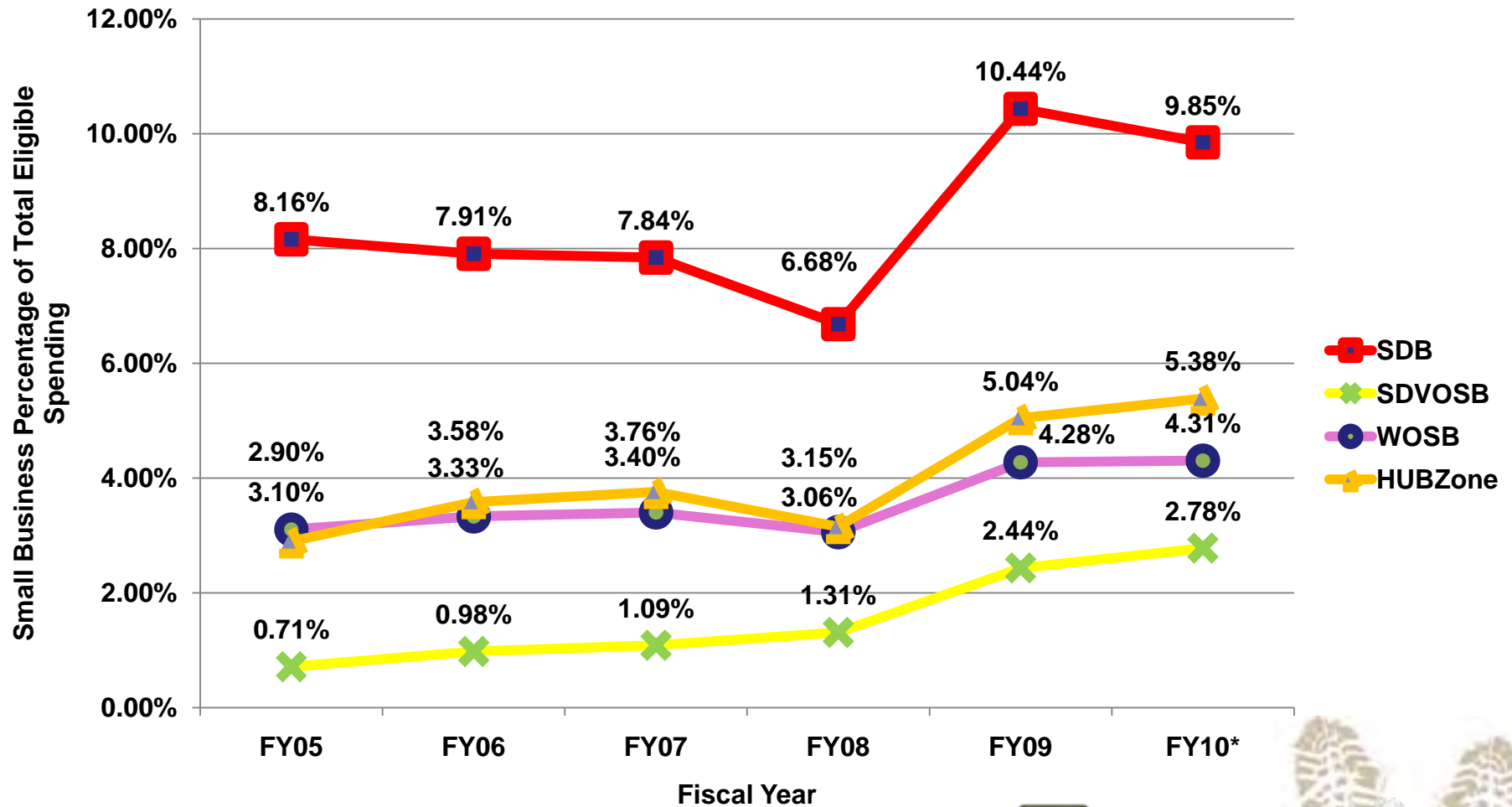
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army Small Business Program Achievements FY05-FY10



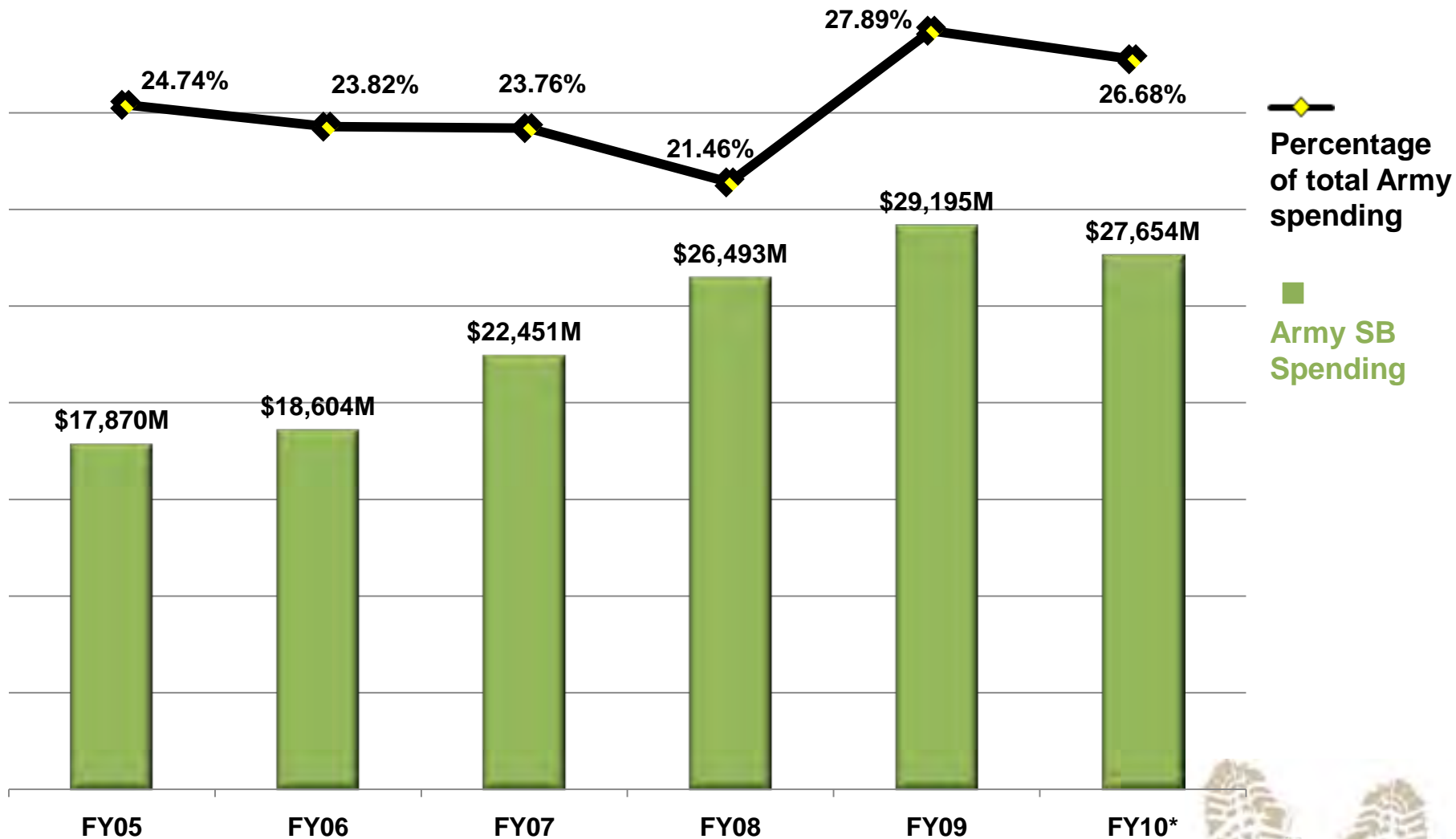
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army SB Program Achievements FY05-FY10



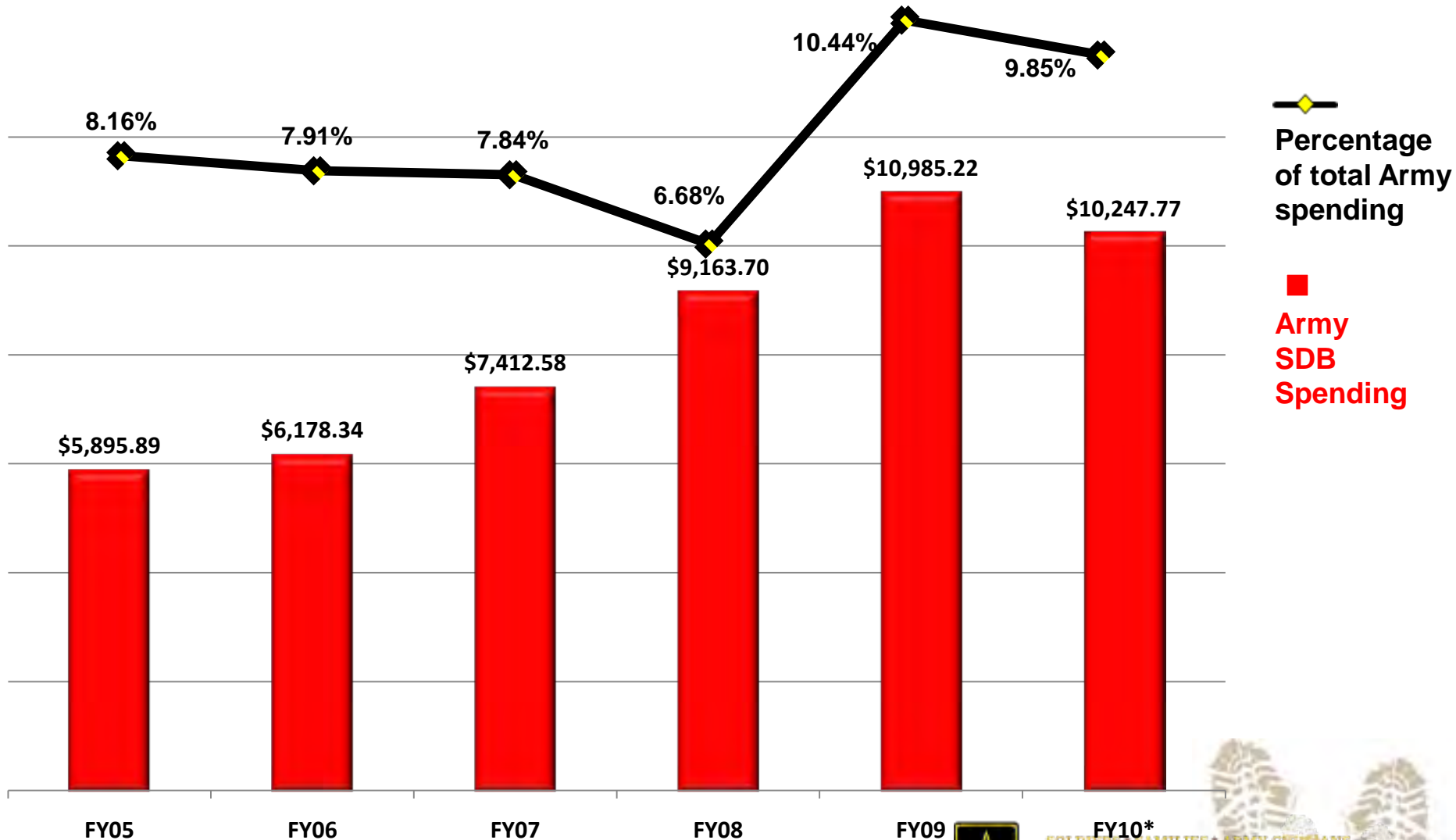
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army SDB Program Achievements FY05-FY10



FY05

FY06

FY07

FY08

FY09

FY10*

Source: FPDS-NG on 11/15/10

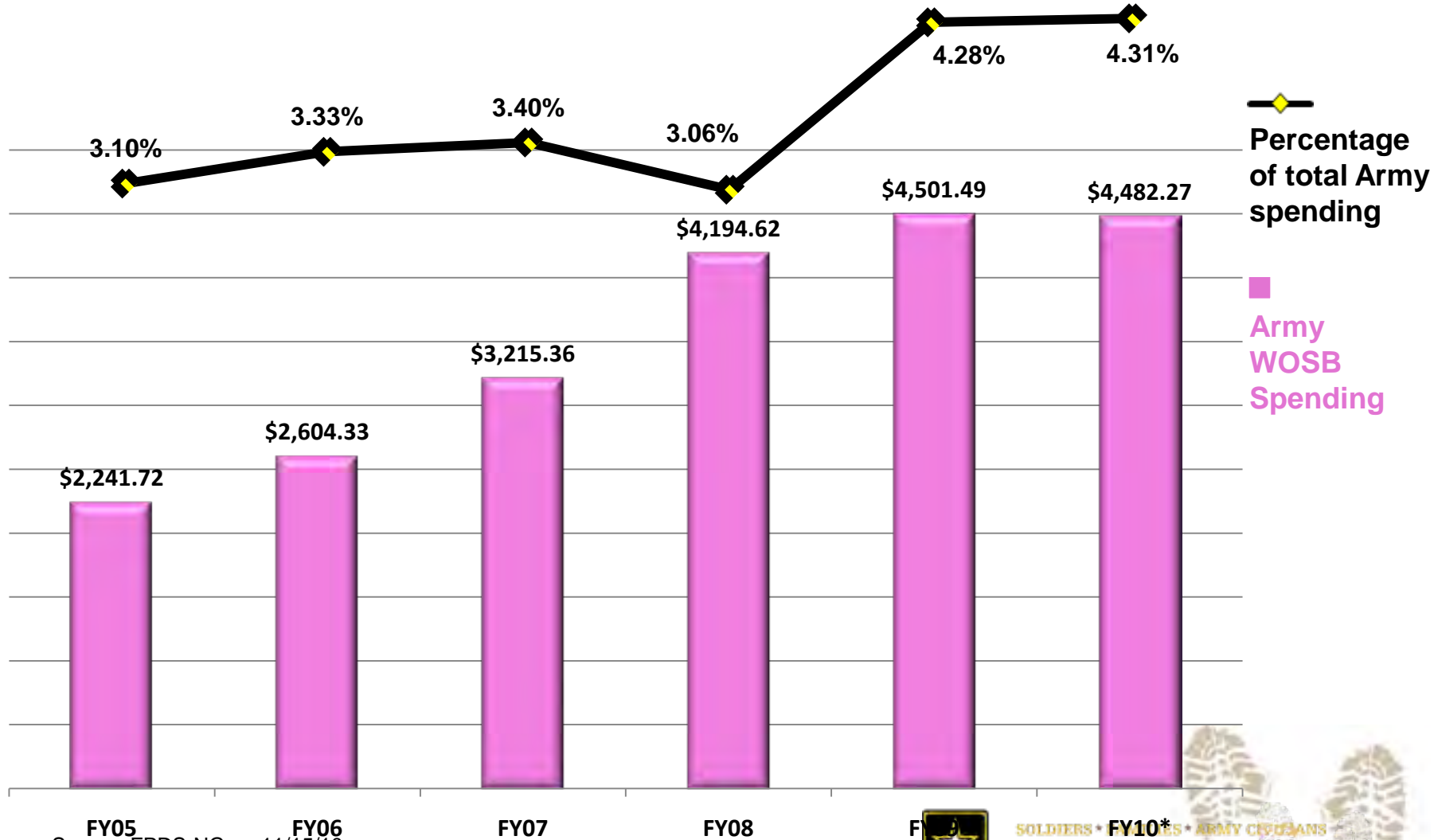
*FY10 data is not yet certified by the SBA



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Army WOSB Program Achievements FY05-FY10

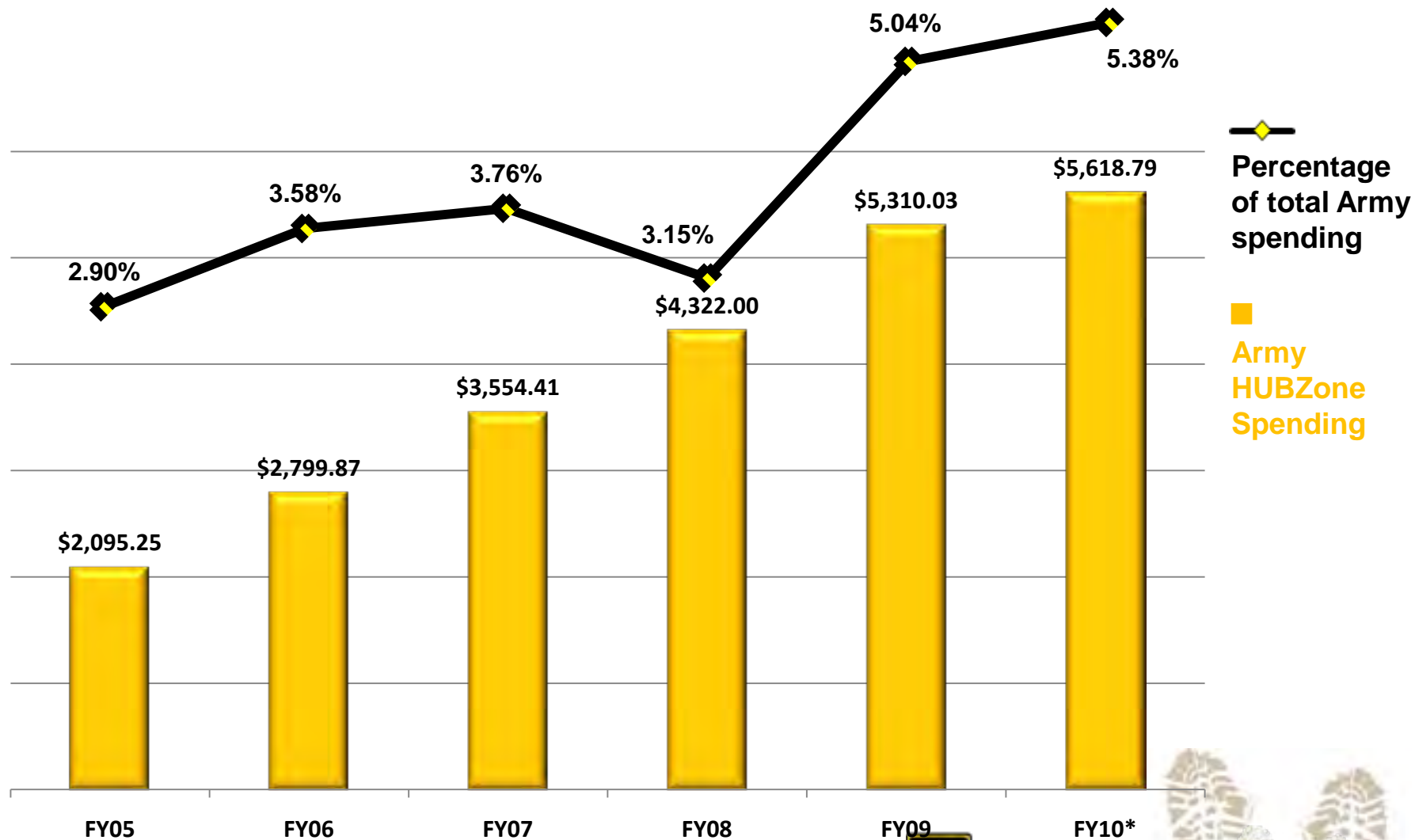


Source: FPDS-NG on 11/15/10
*FY10 data is not yet certified by the SBA



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Army HUBZone Program Achievements FY05-FY10



Source: FPDS-NG on 11/15/10

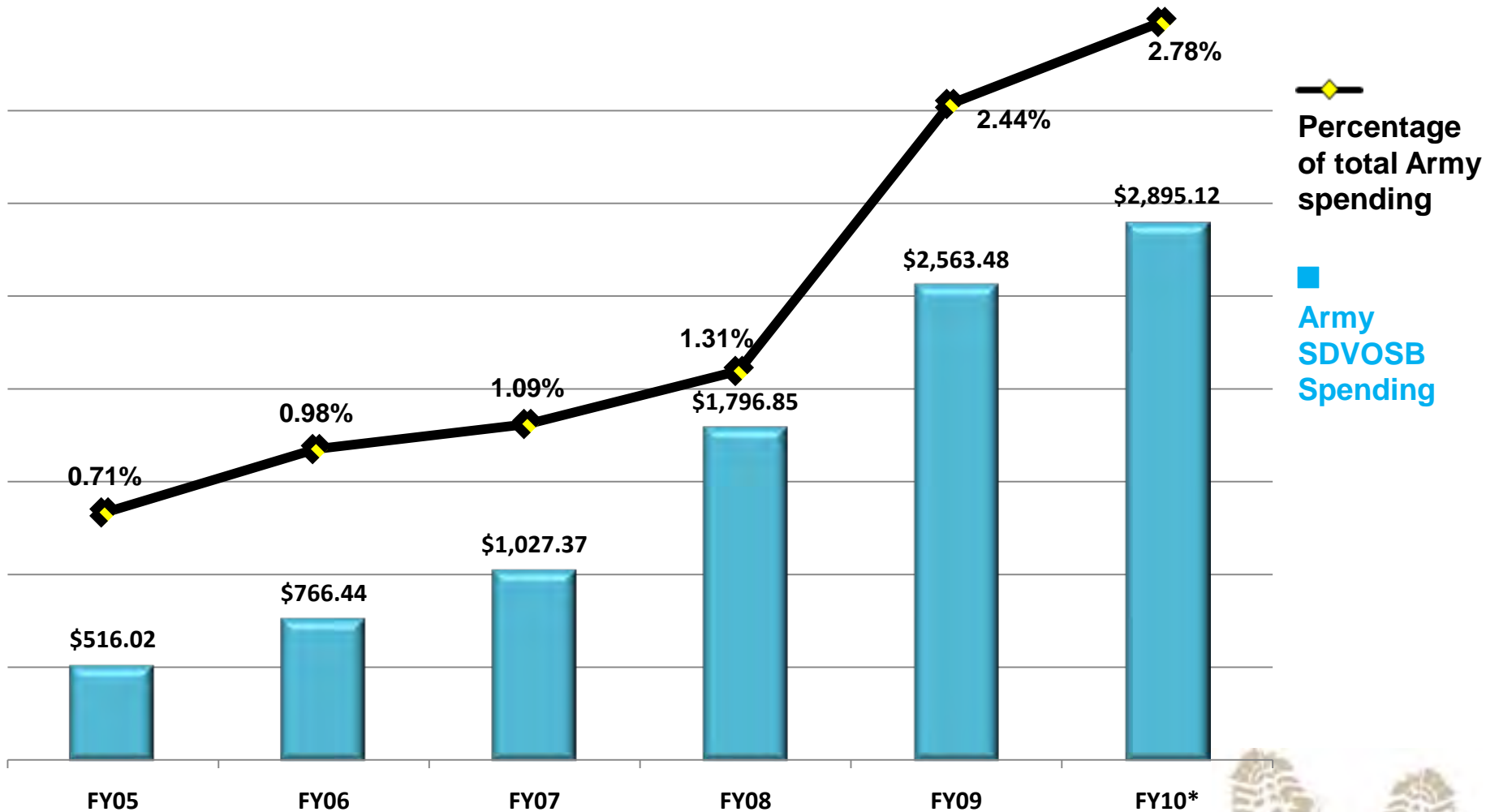
*FY10 data is not yet certified by the SBA



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Army SDVOSB Program Achievements FY05-FY10



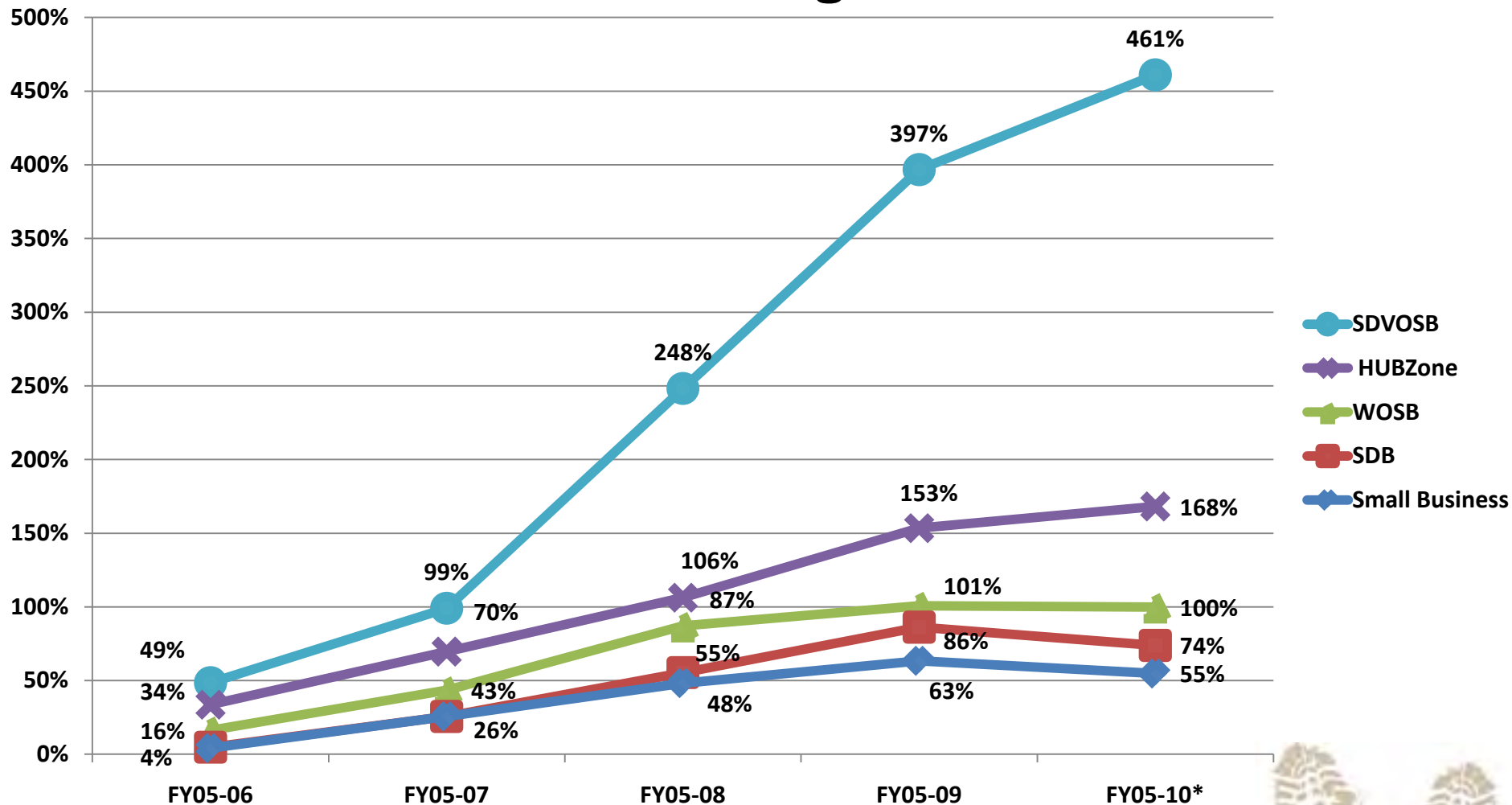
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army Small Business Program Growth FY05-FY10



Source: FPDS-NG on 11/15/10

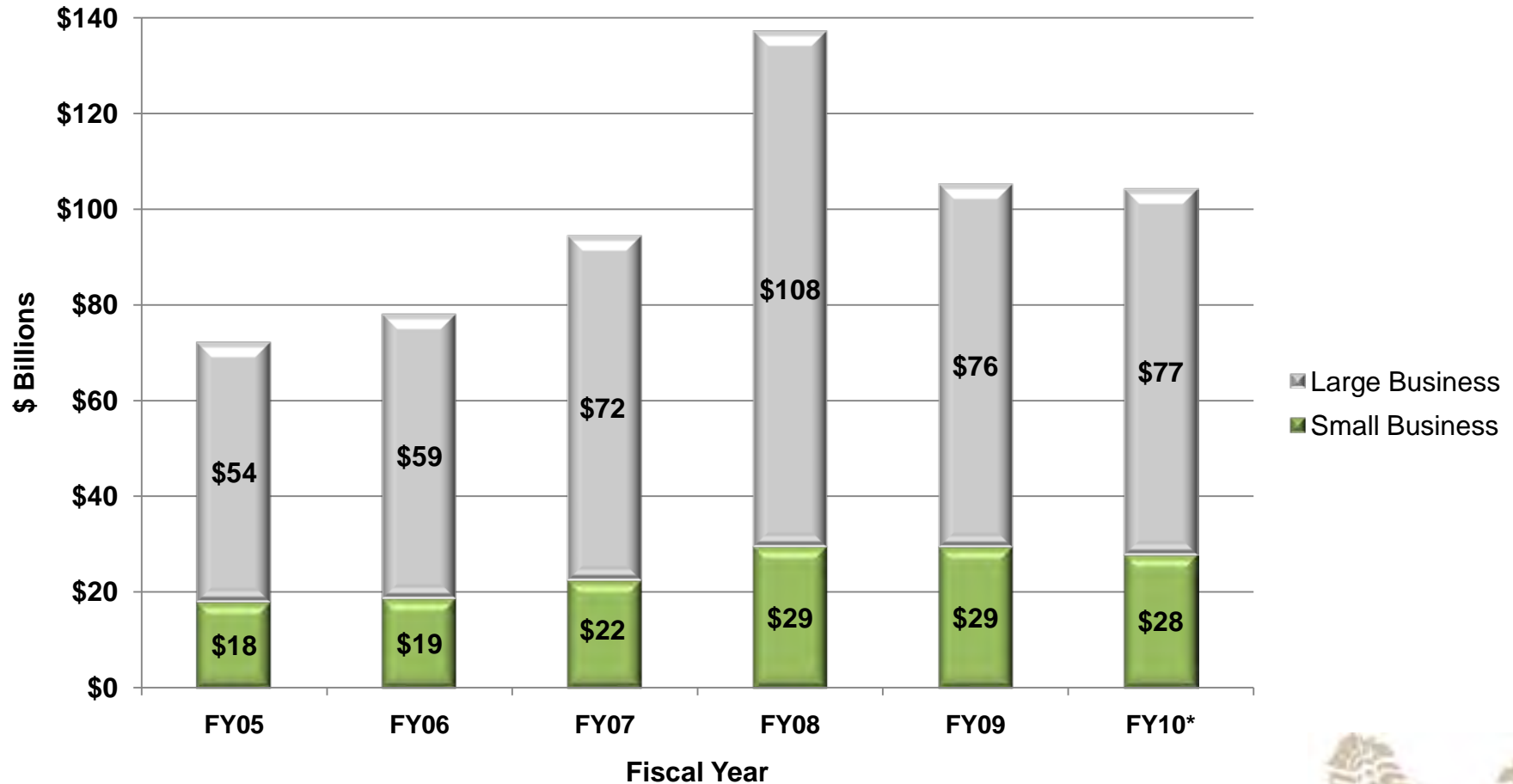
*FY10 data is not yet certified by the SBA



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Army Small Business Spend FY05-FY10

(Dollars shown in billions)



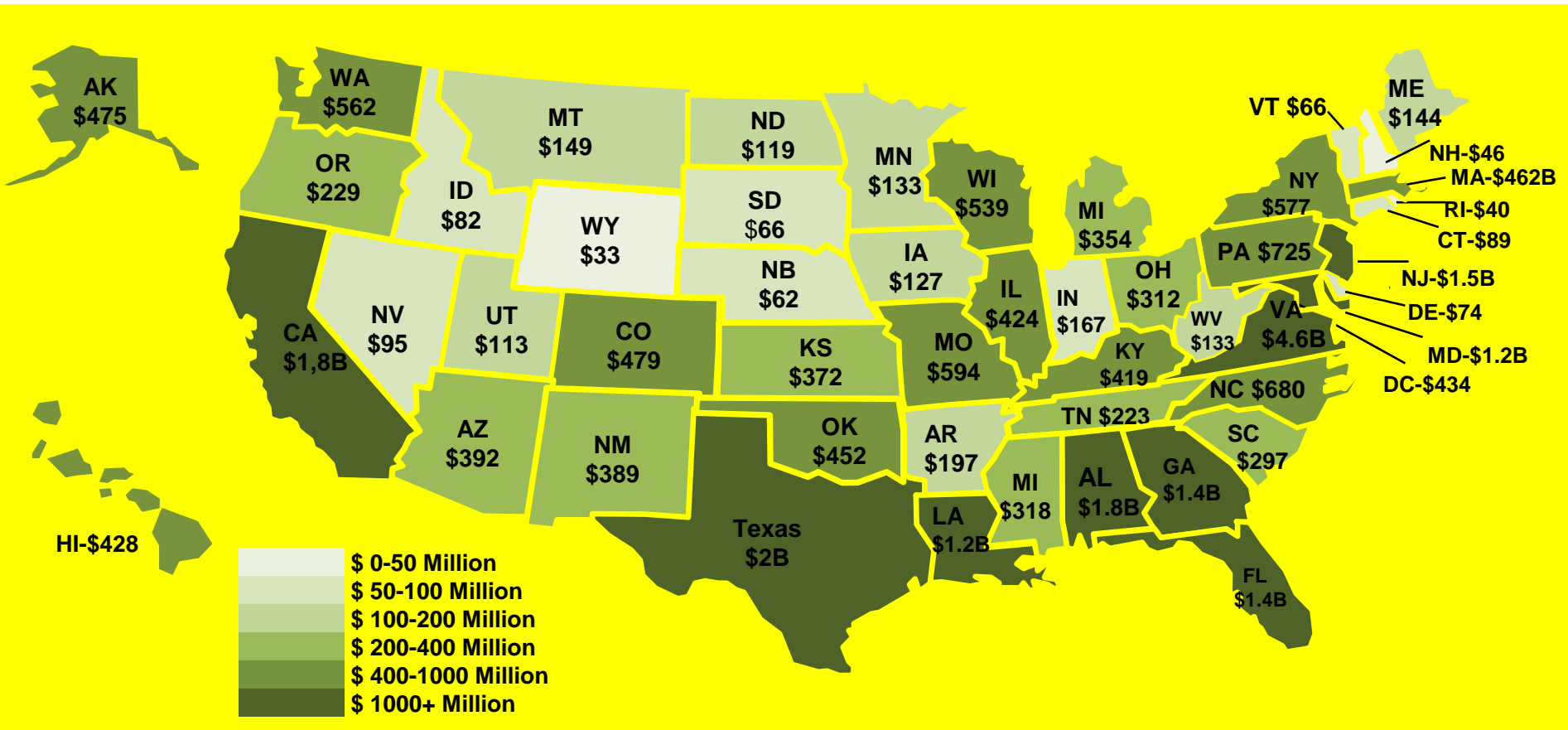
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army Small Business Spending by State FY10*



Source: FPDS-NG on 1 Nov 2010

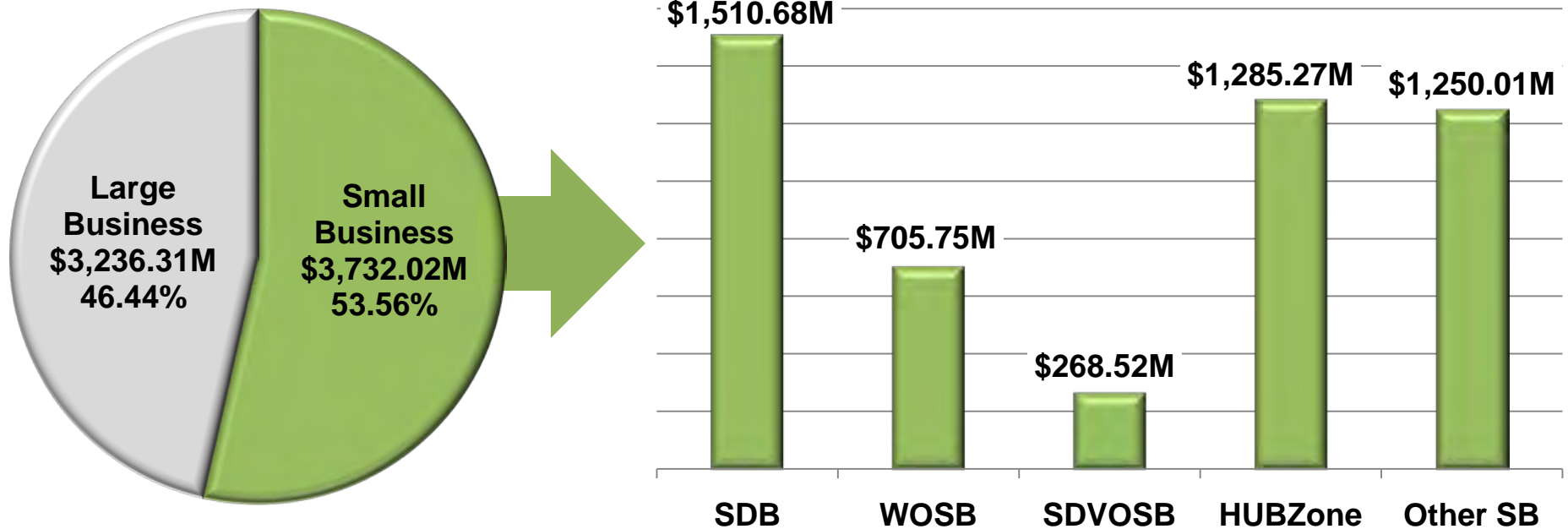
*FY10 data is not yet certified by the SBA



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American Recovery and Reinvestment Act (ARRA)

Army ARRA Small Business Spending*

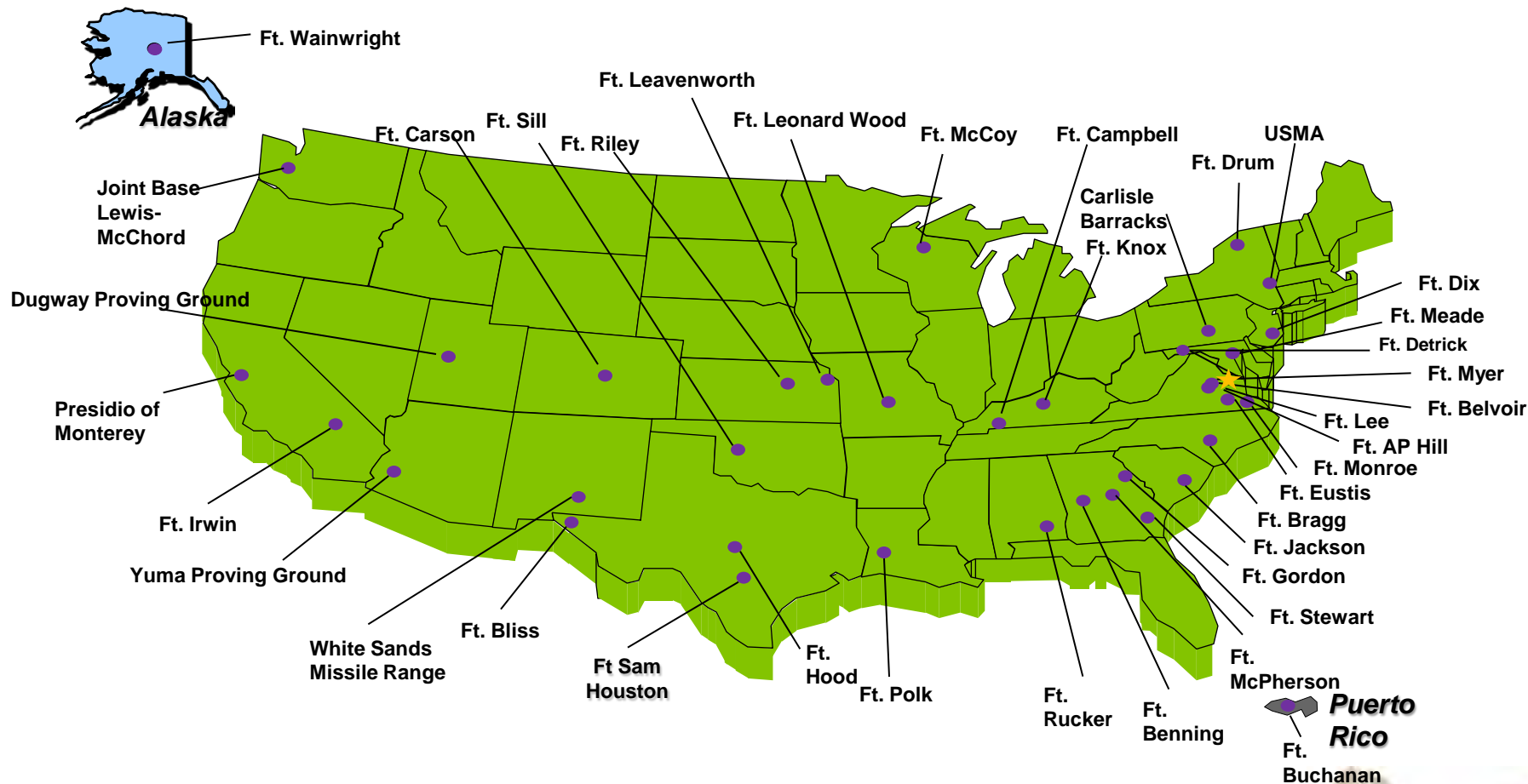


Source: FPDS-NG on 11/15/2010

***Many small businesses fall into more than one category, in which case their dollars are counted in each category. Therefore, the small business program totals exceed the small business total.**



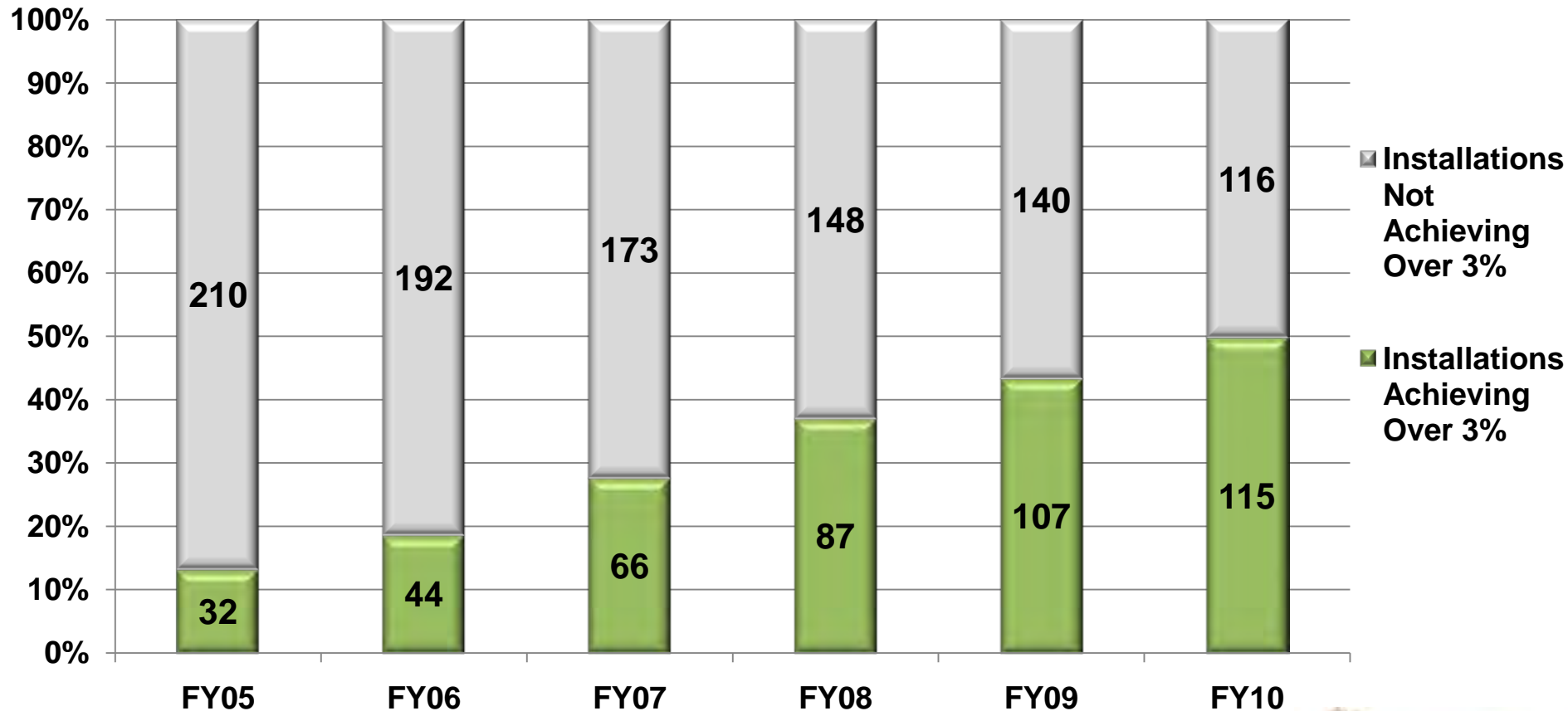
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Army Installations with SDVOSB Over 3%



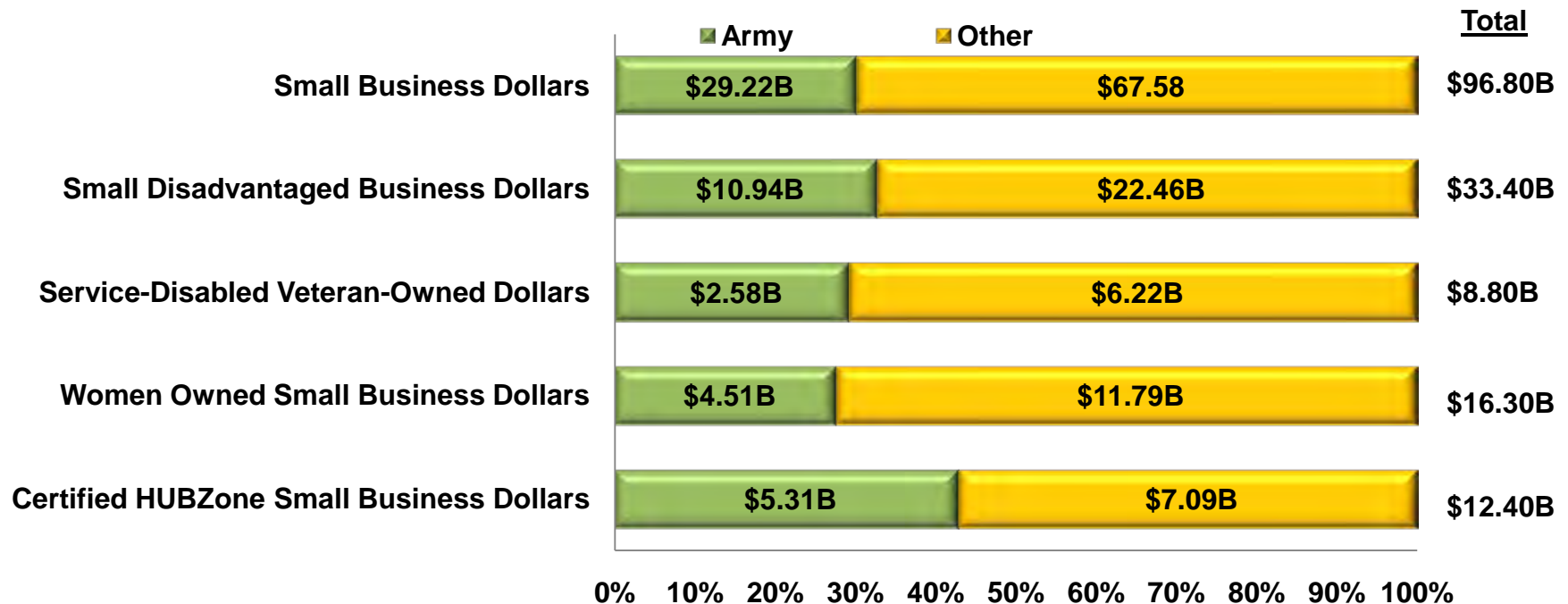
Source: FPDS-NG on 11/15/10

*FY10 data is not yet certified by the SBA



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Army Portion of Government Wide Small Business Spending in FY09



“It is the declared policy of the Congress that the Government should aid, counsel, assist, and protect, insofar as is possible, the interests of small-business concerns in order to preserve free competitive enterprise...”

“The essence of the American economic system of private enterprise is free competition. Only through full and free competition can free markets, free entry into business and opportunities for the expression and growth of personal initiative and individual judgment be assured. The preservation and expansion of such competition is basic not only to the economic well-being but to the security of this nation.”



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President Obama on Small Business

“Small businesses create two out of every three jobs in this country. So our recovery depends on them.

And if we want to keep America moving forward, we need to keep investing in our small businesses. This is, by the way, more important than just our economy. It's also about who we are as a people.”

“Small businesses are the backbone of our economy. They are central to our identity as a nation.”

*Remarks by the President on the Small Business Jobs Initiatives,
28 July 2010*



Interagency Task Force on Federal Contracting Opportunities for Small Businesses

Executive Order

26 Apr 2010

- Focus on improving procurement opportunities for small business
- Help federal agencies achieve statutory small business goals
- Recommendations from Task Force included:
 1. Clearer Small Business policies
 2. Better trained workforce/hold agencies accountable for meeting Small Business goals
 3. Better use of technology and data



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Executive Order

26 Apr 2010

- Focus exclusively on improving procurement opportunities for small businesses owned by veterans and service-disabled veterans
- Help federal agencies achieve at least 3% goal for SDVOSB
- Expanded mentor-protégé relationships
- Improve training and counseling to veteran-owned firms



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- **Bundling**

New FAR language is mandate to establish a Government-wide policy regarding bundling including teaming and joint venturing by small businesses, and publicizing the rationale for bundling.

- **Consolidation**

The Senior Procurement Executive will now be required to consider market research, alternative contracting approaches, negative impact to small businesses, approaches as well as steps taken to ensure small businesses are included in the acquisition strategy. The Senior Procurement Executive will be required to make a determination that the benefits of the acquisition strategy substantially exceed the benefits of alternative contracting approaches for all contracts over \$2M.

- **Subcontracting Misrepresentations**

This will require offerors to submit a representation that they will make a good faith effort in the same amount as in their proposal.

- **Set-Asides for Multiple Award Contracts**

Allows small business set-asides on MACs, set asides of orders under MACs and reservation of contract awards for small businesses under full and open MAC procurements.

- **Agency Accountability**

Requires each procurement employee or program manager to communicate to subordinates the importance of achieving small business goals.



- **Payment of Subcontractors**

Requires prime contractors to notify CO of payment of a reduced price to a subcontractor or any past due payment of more than 90 days. The results will be included in the contractor's performance evaluation.

- **Repeal of the Small Business Competitive Demonstration Program**

This will apply to the first full fiscal year after the bill is enacted.

- **Small Business Size and Status Integrity**

Requires certification of small business size and status, including the signature of an authorized official, as well as annual certification in ORCA. Requires Government-wide policy be issued on prosecution of small business size and status fraud.

- **Training for Contracting Personnel**

Requires courses for acquisition personnel in the proper classification of business concerns and small business size and status

- **Updated Size Standards**

Requires the SBA to review 1/3 of all the size standards every 18 months and make appropriate adjustments.

- **Mentor-Protégé program**

Requires a GAO report on the effectiveness of the 8(a) M-P program. Allows SBA to establish M-P programs for HUBZones, WOSBs, SDVOSBs similar to the 8(a) M-P program.

- **Small Business Contracting Parity**

Creates parity among the 8(a), HUBZone, SDVOSB and WOSB programs.



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- **As a result of SB Jobs Bill Act of 2010 – two FAR cases have been opened:**
 1. Socio-Economic Parity – report due to Civilian Agency Acquisition Council 27 October
 2. Repeal of the Competitive Demonstration Program – approved by DAR Council – sent to CAAC week of 15 October
- **Other cases will be opened to address:**
 1. MAC contracts – set-asides for SB
 2. Bundling/Consolidation
 3. Subcontracting Misrepresentations
 4. SB Subcontracting improvements
 5. Payment of subcontractors
 6. Annual certifications



Women Owned Small Business Program

- FR Final Rule effective February 4, 2011
- Two Categories
 1. Women Owned Small Businesses (WOSB)
 2. Economically Disadvantaged WOSB (EDWOSB)
- 83 4-digit NAICS codes are available for WOSB set-asides.
- Offeror required to provide documentation to prove eligibility in SBA Repository or to CO if repository not available
- Offeror must register WOSB/EDWOSB status in both CCR and ORCA
- Competitive set-aside for acquisitions equal or less than \$5M for manufacturing/\$3M for all others
- No sole source authority for this program
- Applies to prime contracts only



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- Small Business Participation in Major Systems Programs (ASARC)
- Promote Greater Involvement of SBs in Army Contracts for Services (AASP)
- Accomplishment of 3% goal for Service-Disabled Veteran-Owned Businesses
- Contract Bundling and Consolidation
- Support of HBCUs & MIs in the Acquisition Process
- Subcontracting Plan Development and Enforcement
- Insourcing
- SB Participation in OCONUS contracts
- Staffing of Small Business Offices and development of SB personnel



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- Periodically provide capability briefings to small business specialists and technical POCs
 - Build dialogue with technical requirements personnel
- Attend acquisition conferences, industry days and other outreach events
- Respond to Sources Sought Synopses or RFIs
 - Often the basis for small business set aside decisions
- Consider teaming



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AMERICA'S ARMY: THE STRENGTH OF THE NATION™

OSBP Web Portal www.sellingtoarmy.info

Office of Small Business Programs
BUILDING THE FUTURE OF THE ARMY THROUGH SMALL BUSINESS

Home Business Opps Register Tools Locations Login Search

Army Small Business Specialist Search
SELECT ARMY SMALL BUSINESS SPECIALISTS FOR:

SMALL BUSINESS
SDB / 8(A)
WOMEN-OWNED
HUBZONE
VETERAN-OWNED /
SERVICE-DISABLED
SUBCONTRACTING
MENTOR-PROTÉGÉ
HBCU / MI

Welcome
The Office of Small Business Programs, Department of the Army welcomes you. Our vision is to be an integral part of the Army team and to help small businesses and America's Army meet the challenges of this century. Our goal is to establish the Army as the premier organization for the promotion of and more from Director Tracey Pinson...

Director:
Ms. Tracey Pinson

CALENDAR OF EVENTS
OSBP TEXT SITE
SITE MAP

HIGHLIGHTS
★ Director's Message
★ Director's Biography
★ Expectations for OSDDBU Directors
★ Briefing Charts
★ Tribute to Parren J. Mitchell
★ Tribute to Dr. Dorothy I. Haight
★ Small Business Success with Raytheon
★ In-Sourcing

INFORMATION
★ Start Here: All About the Army OSBP
★ Helpful Links
★ Army Acquisition Forecasts
★ AW2 - Career Opportunities
★ 2007 DoD SDVOSB Awards
★ Electronic Subcontracting Reporting System
★ Solicitation for New AMC BPA
★ Adapting the MACOM Structure
★ Army Subcontracting Goals for FY09
★ President Barack Obama Establishes Interagency Task Forces on Small Business Contracting
★ Small Business Associate Director Listing

FEATURES
★ Army Corps of Engineers Releases Listing of New Civil Works Projects
★ Policy Document Archive
★ Frequently Asked Questions
★ Post-conference Websites
★ Contact Us
★ Suspension of Applications for SDB Program
★ Policy Letter 01-09: Request for Waiver of Appointment of Full-Time Small Business
★ Policy Letter 03-09: Acquisition Pre-Briefs on Service Acquisitions over \$500M
★ Tracey L. Pinson Named Recipient of 2009 Distinguished Presidential Rank Award

PLAY INTRO
OSBP NEWSLETTER
ELECTRONIC BROCHURES
27th Army Science Conference
Orlando, FL
Nov 29 - Dec 2
2010

- Small Business Specialists & Buying Activities, click on "Locations"
- Tutorial: 13 Steps to doing business with the Army
- Legislation
- Event Calendar



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Office of Small Business Programs Department of the Army

106 Army Pentagon, Room 3B514

Washington, DC 20310-0106

Phone: 703-697-2868

Fax: 703-693-3898

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Dr. Christian Lundblad

Edward M. O'Herron Distinguished Scholar & Associate Professor of Finance, The University of North Carolina at Chapel Hill, Kenan-Flagler Business School



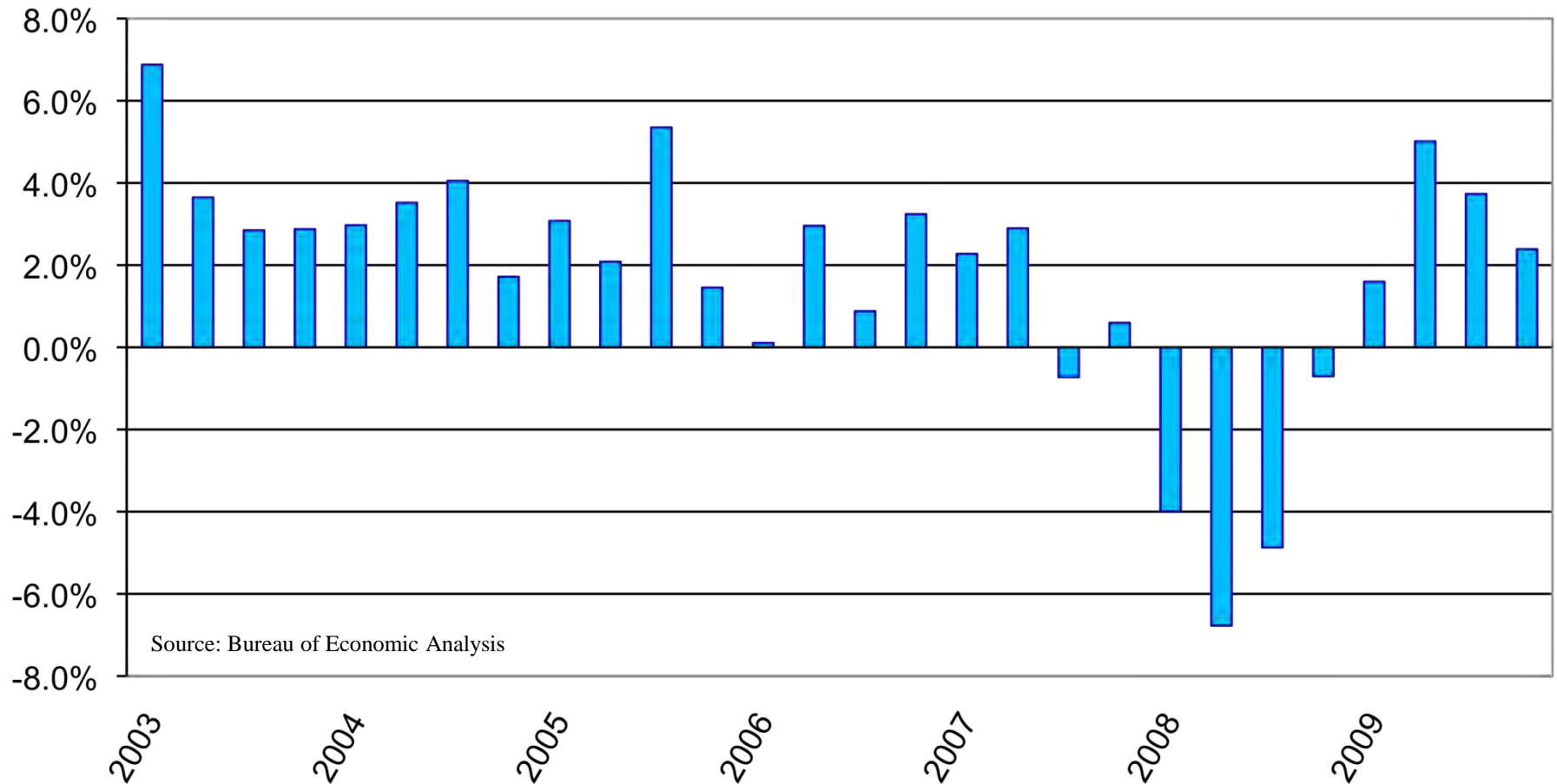
UNC
KENAN-FLAGLER
BUSINESS SCHOOL

The U.S. Economy

Professor Christian T. Lundblad
November 2010



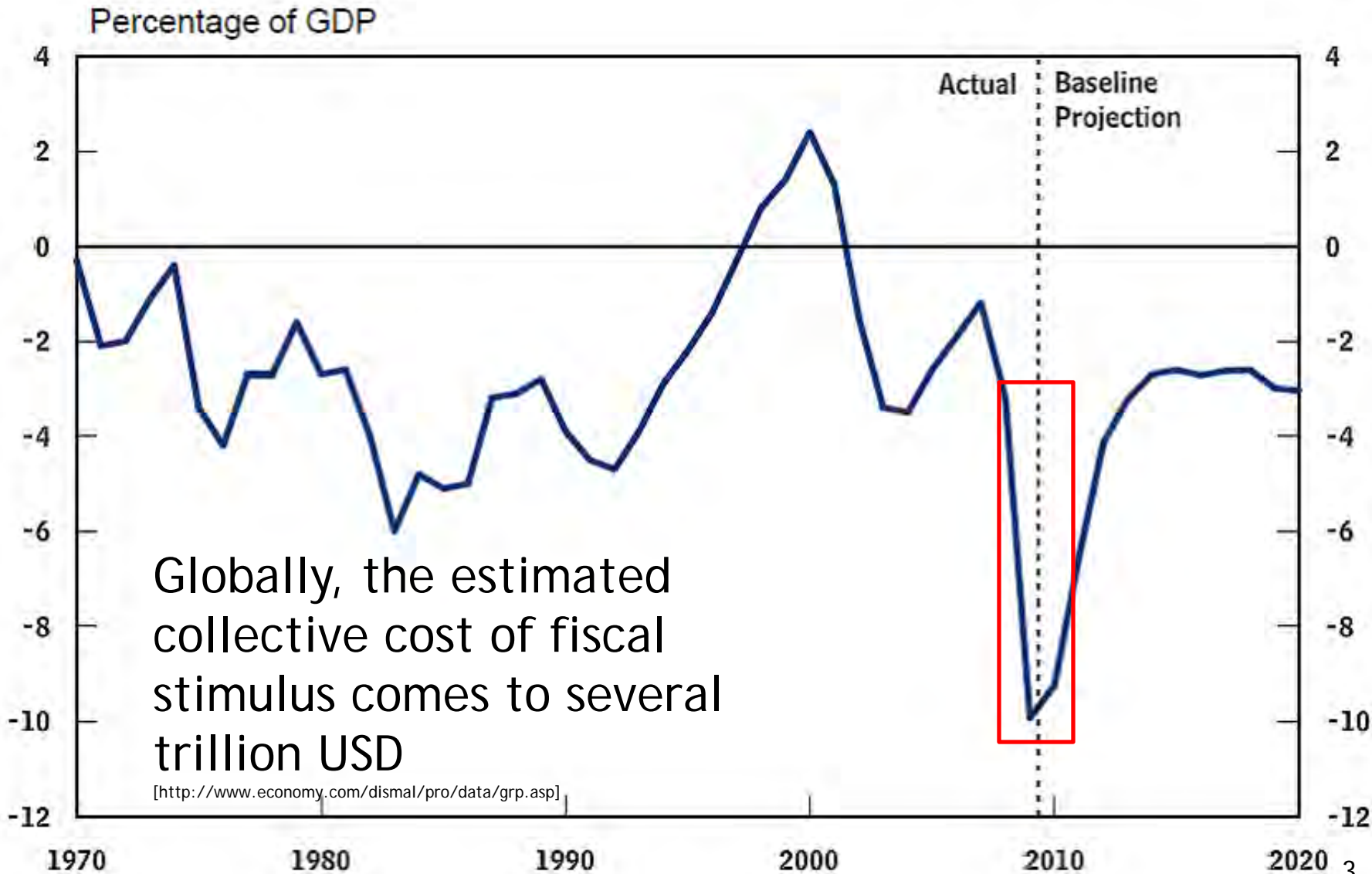
Real US GDP Growth





What did it take to get here?

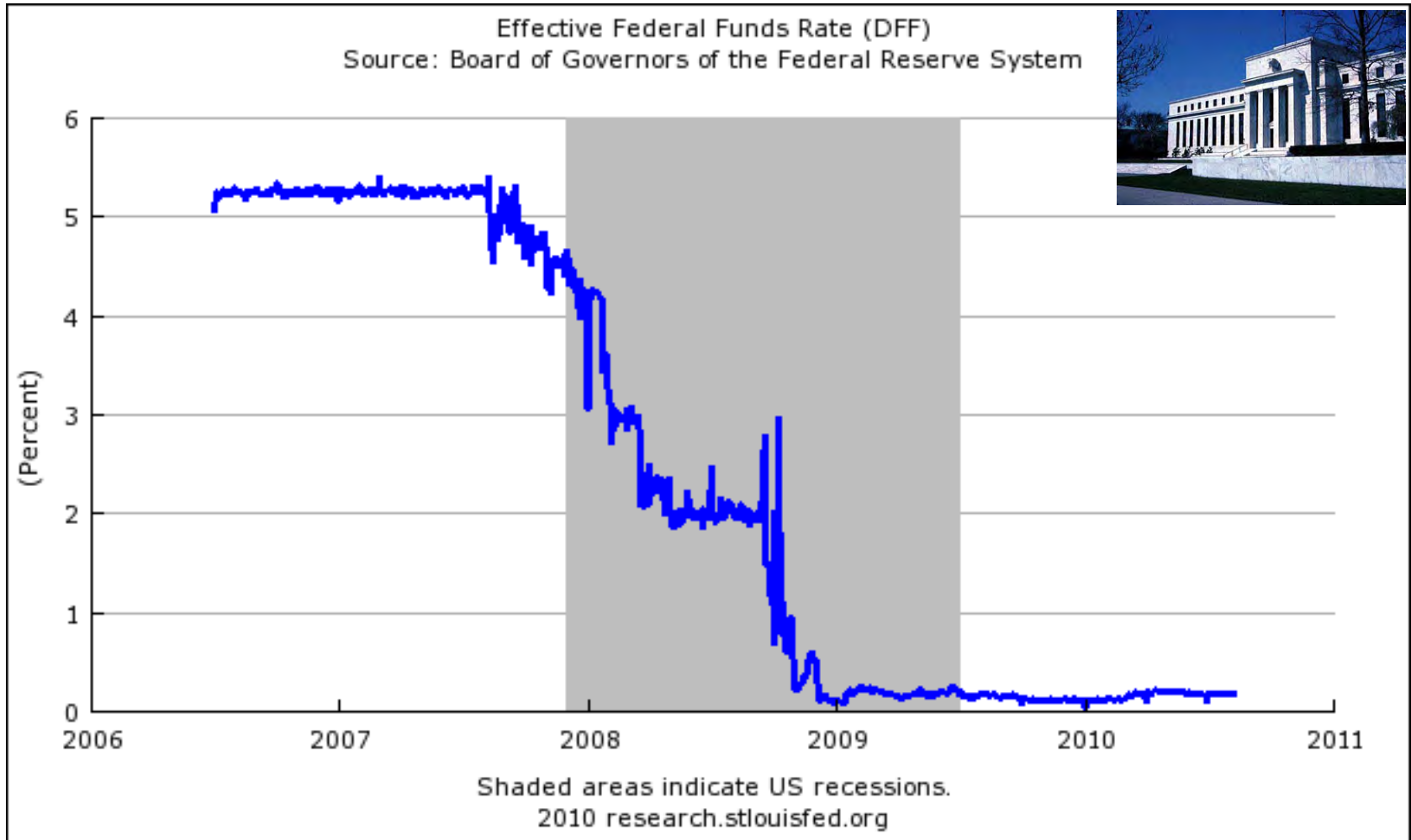
Fiscal Policy = Deficit Spending





What did it take to get here?

Monetary Policy = Zero Interest Rate



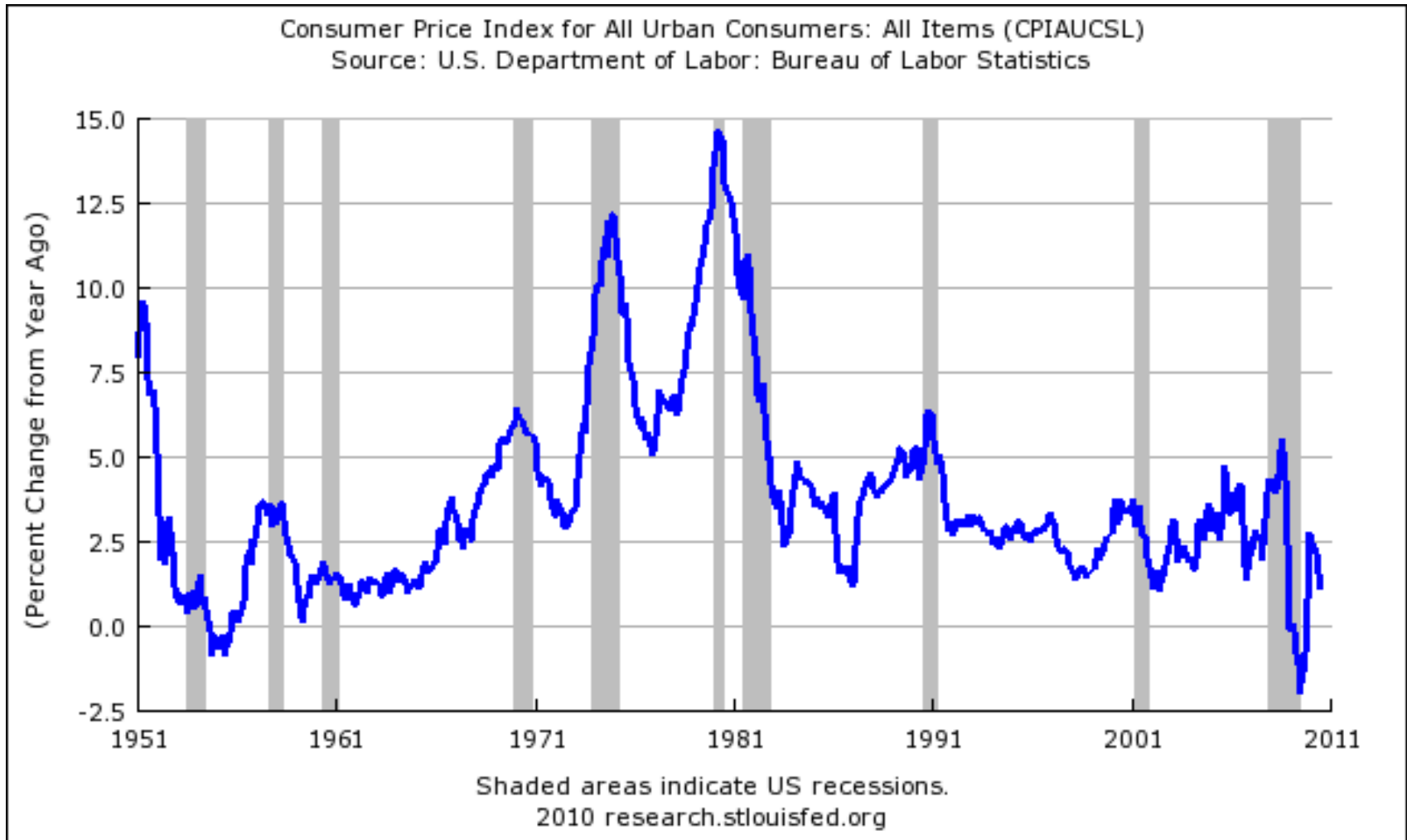


Immediate Challenges: Excess Capacity





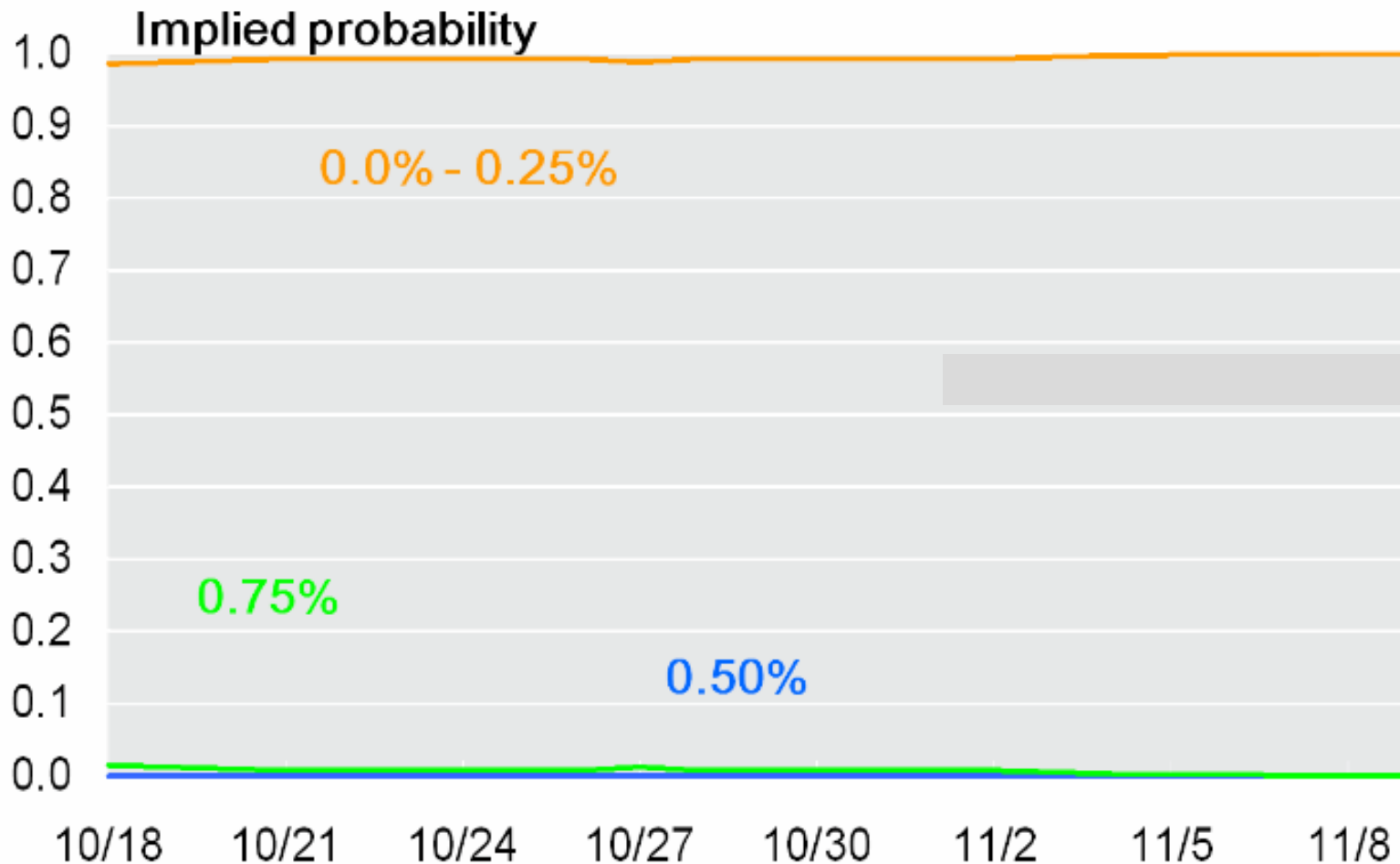
Immediate Challenges: Limited Inflationary Pressures?





Monetary Policy Going Forward...

March Meeting Outcomes





Non-traditional Monetary Stimulus



Fed Balance Sheet

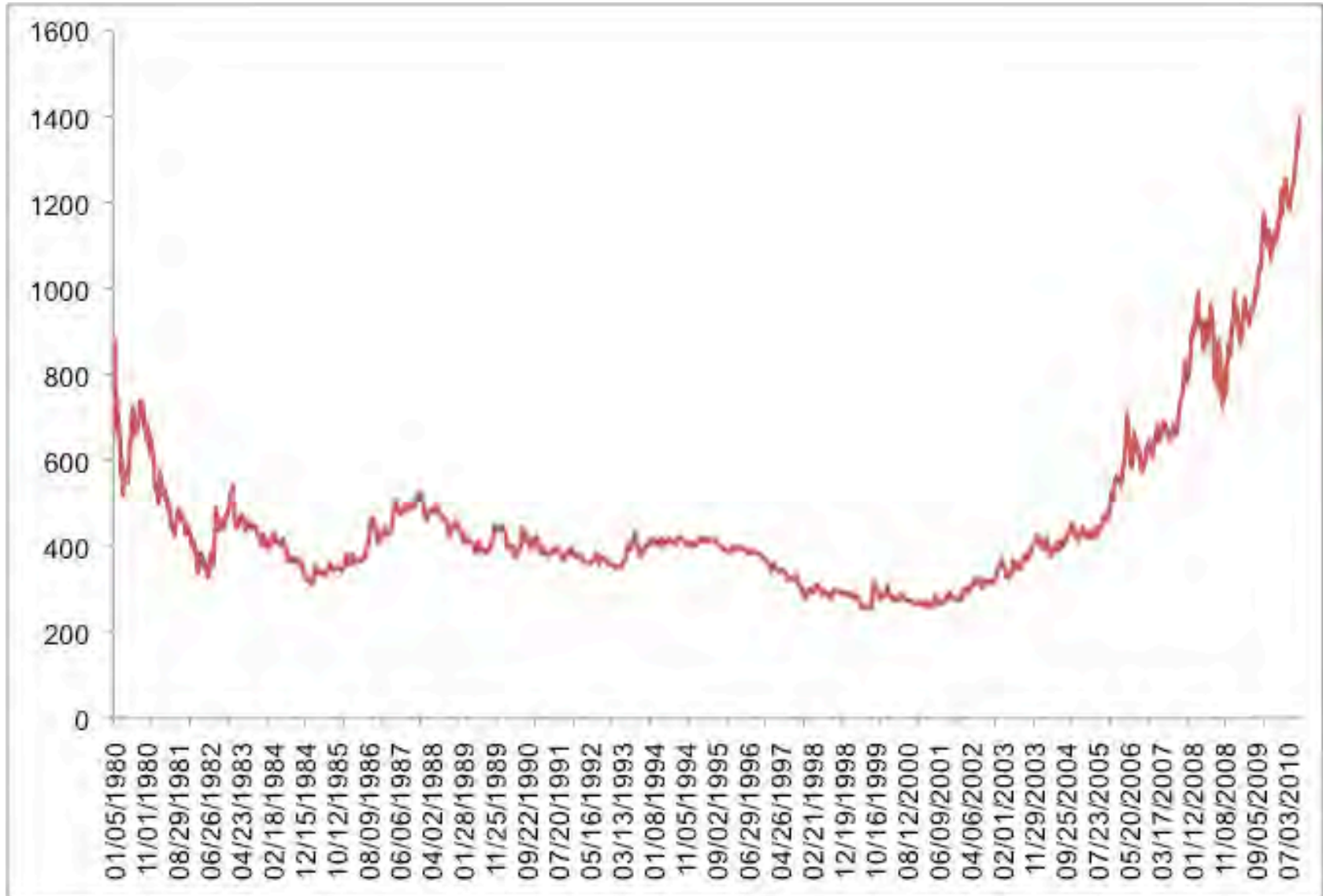
The size and composition of assets on the Federal Reserve's balance sheet, in millions.



Source: Federal Reserve



Inflationary Pressures? Gold...



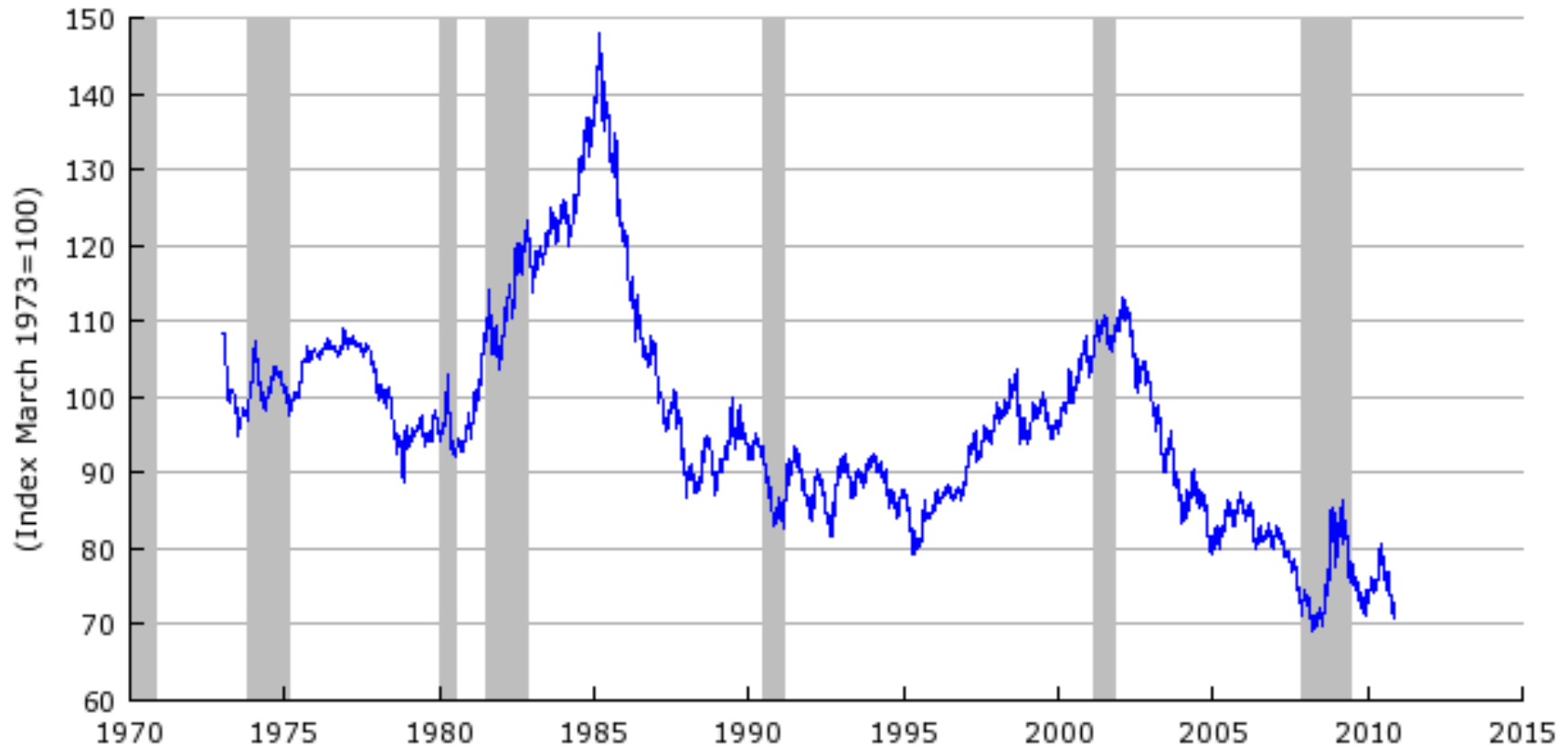


Inflationary Pressures?

Trade-Weighted USD Exchange Rate

Trade Weighted Exchange Index: Major Currencies (DTWEXM)

Source: Board of Governors of the Federal Reserve System



Shaded areas indicate US recessions.

2010 research.stlouisfed.org

This is particularly troubling...



Despite all this, unemployment remains an obstacle

- **Structural Unemployment?**
- Housing remains an issue
 - about 25% of mortgages are under water
 - new and existing home sales remain very weak (despite targeted stimulus)
- Firms face elevated uncertainty and frictions
 - Health care costs & Retirement plans
 - Regulatory uncertainty
 - Small businesses remain constrained

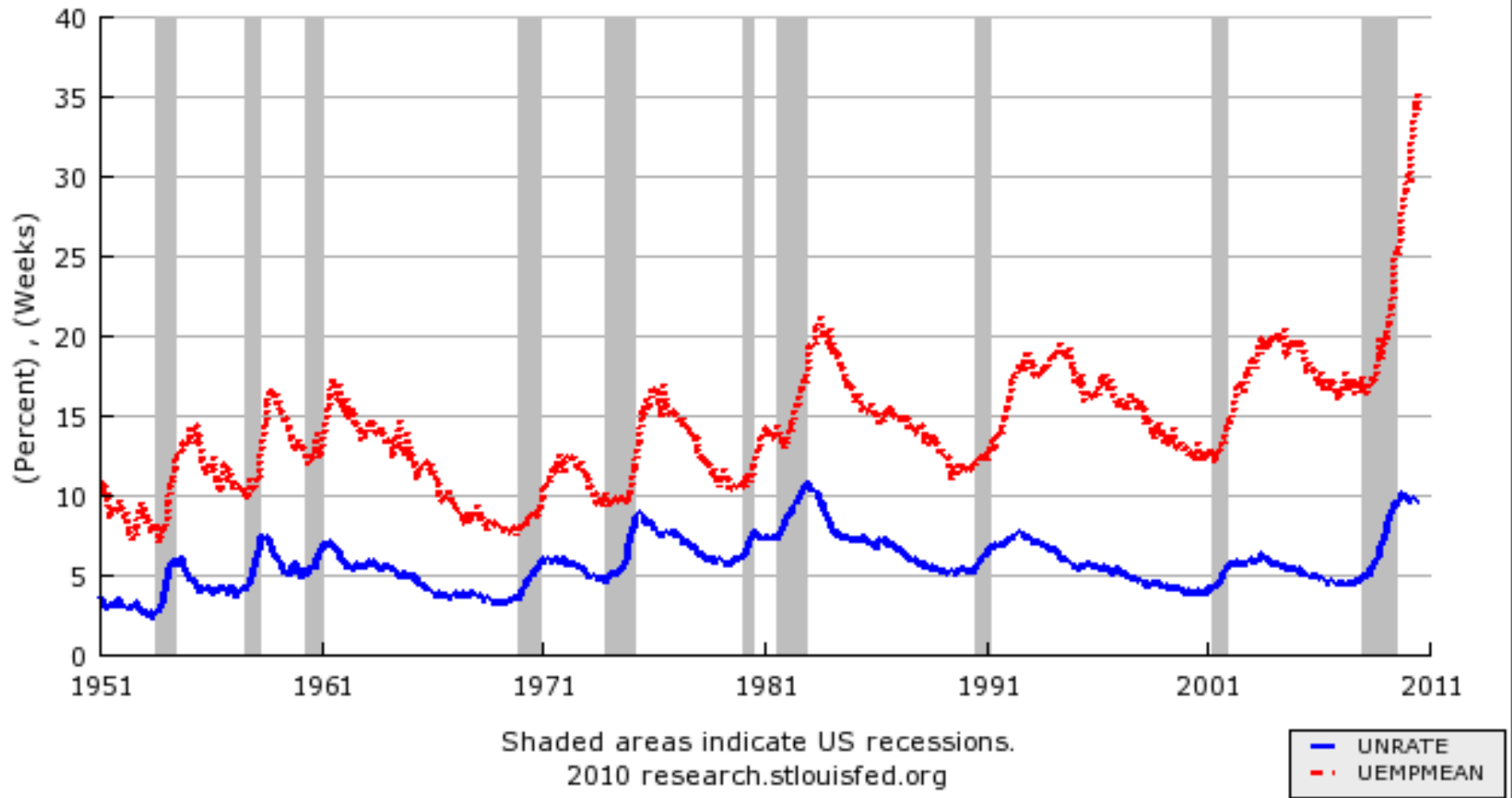




Where will the jobs be?

Shaded denotes recession

Civilian Unemployment Rate (UNRATE)
Average (Mean) Duration of Unemployment (UEMPMEAN)





Where are the jobs expected to emerge?

Share of US employment
100% = 130 million

Innovative new sectors

Biotech 0.2

Semiconductors 0.3

Clean technologies 0.6

Existing large employment sectors

Construction 4.9

Financial activities 5.9

Retail trade 11.3

These are coming back
Serious questions about *structural*
unemployment

McKinsey.com



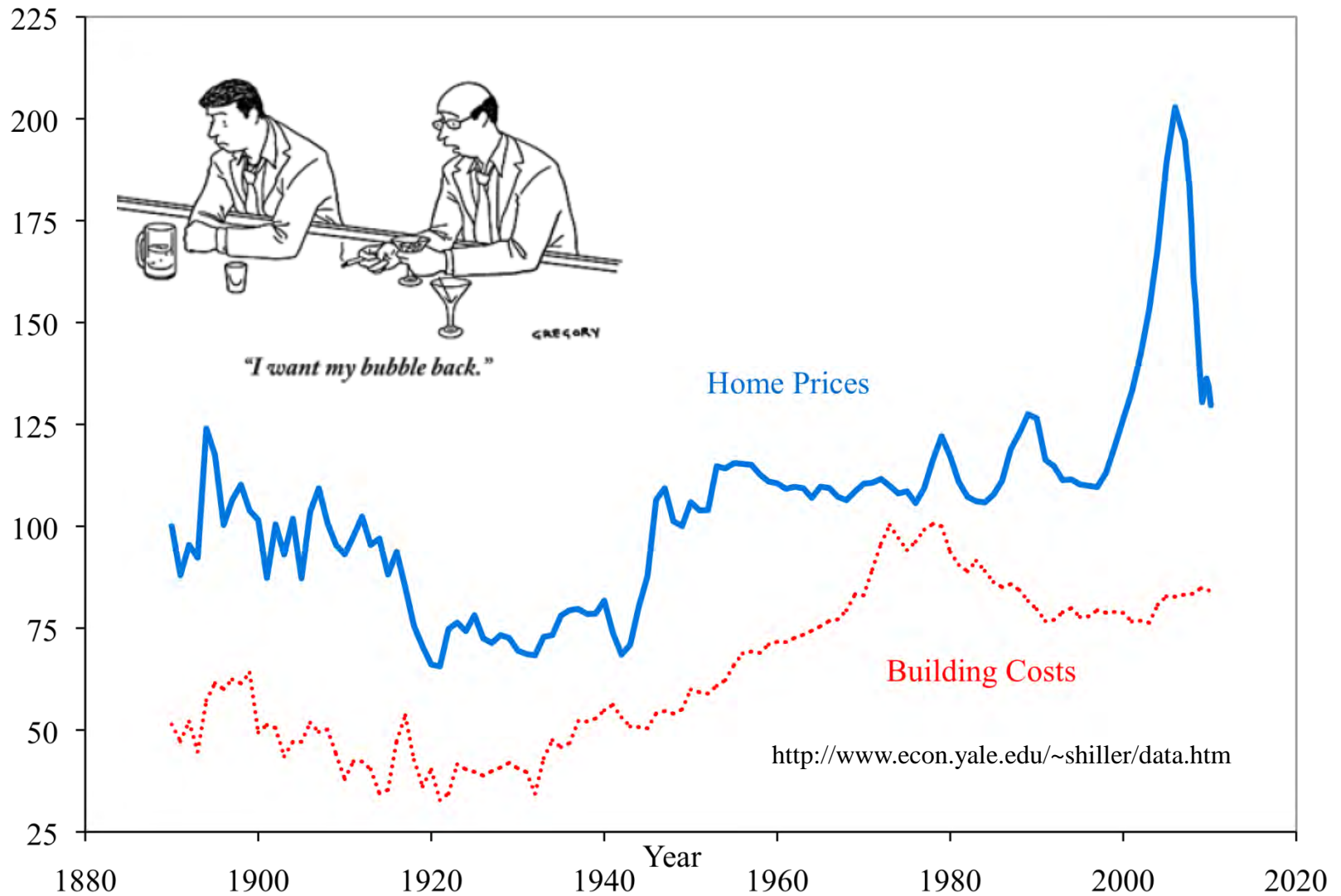
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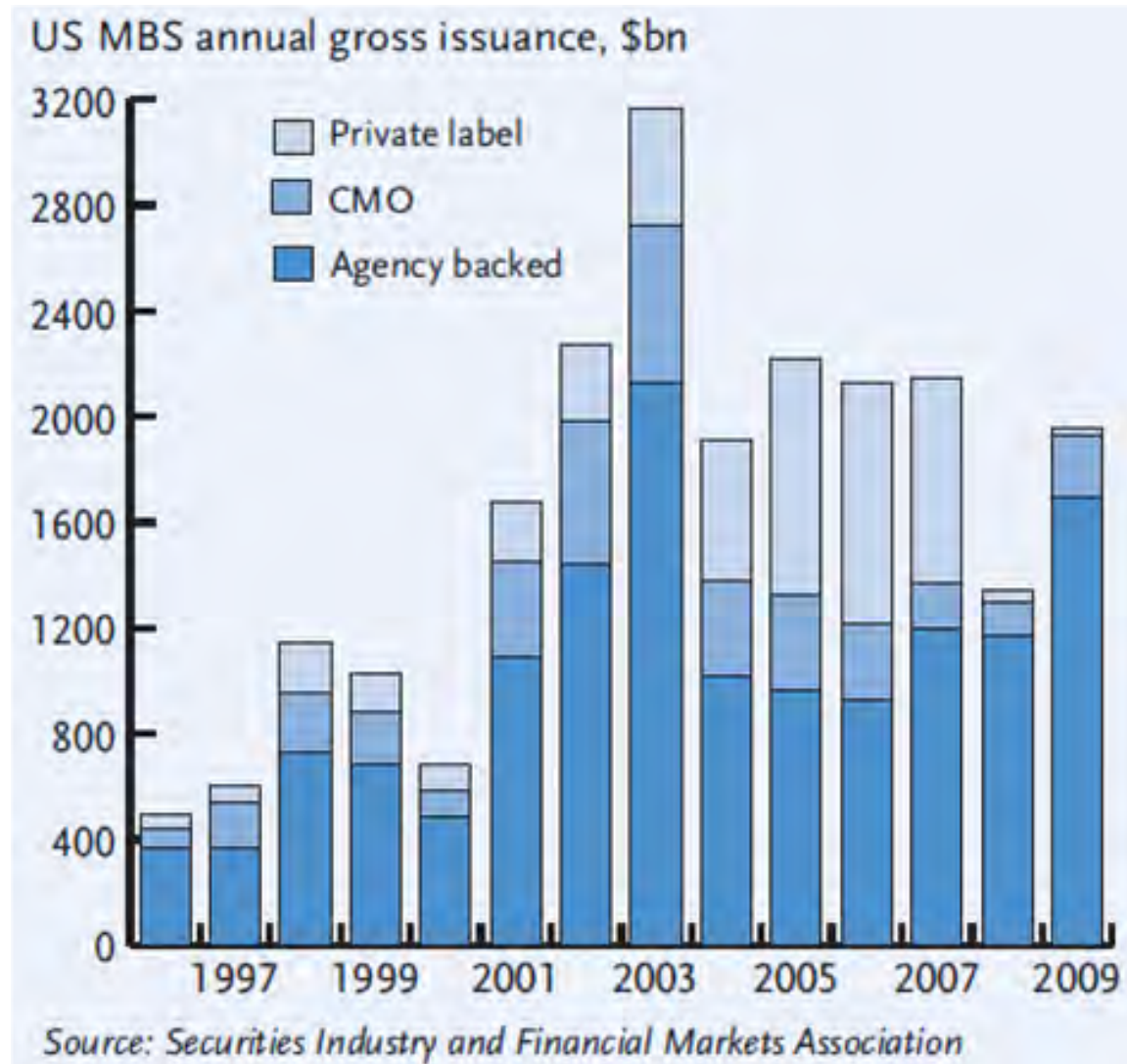


Real estate prices





The Federal Gov't and Housing: Securitization Trends





The Fed and Housing



Fed Balance Sheet

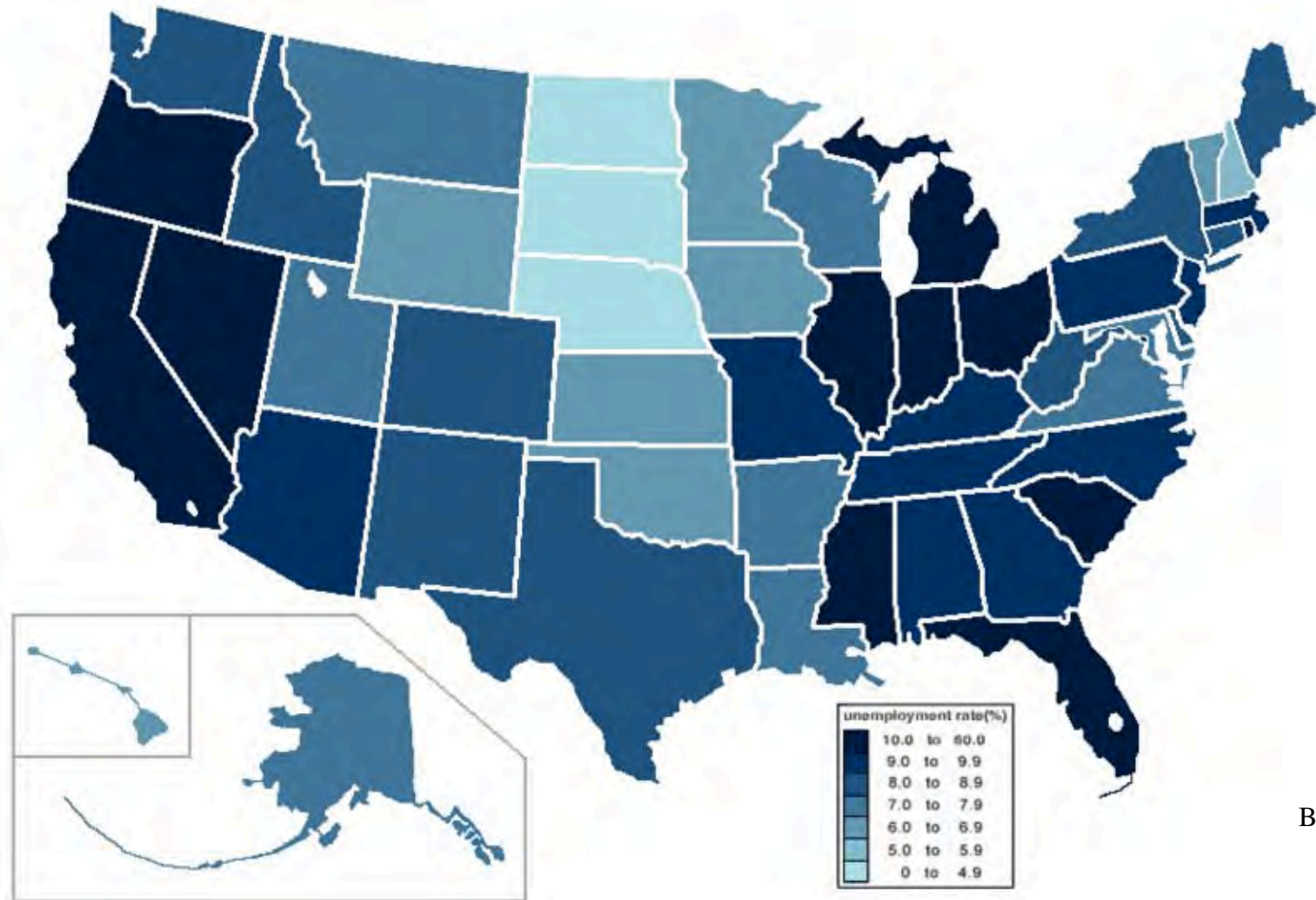
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Source: Federal Reserve



Housing frictions translate to labor frictions



Bls.gov



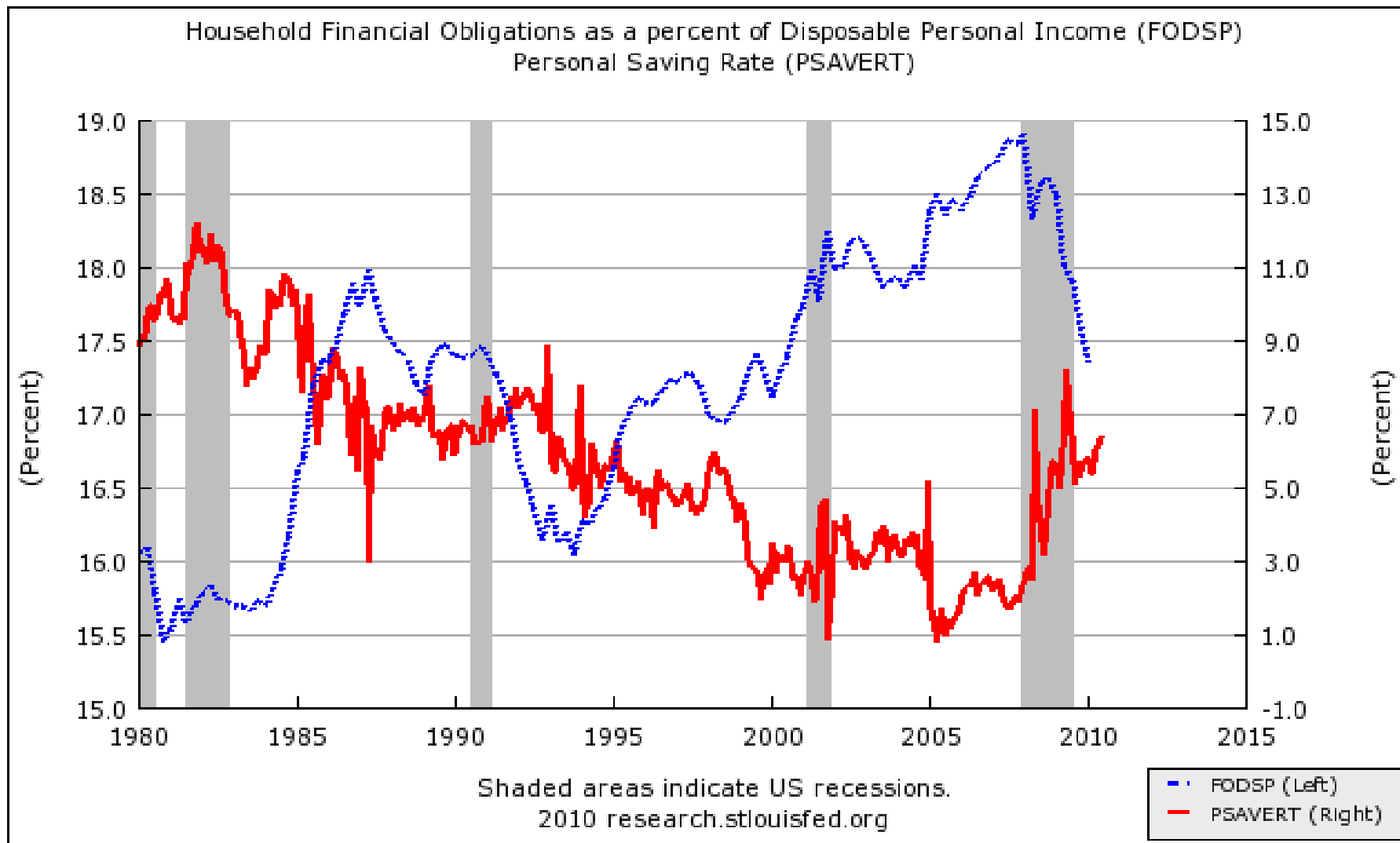
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 - Regulatory uncertainty
 - Small businesses remain constrained





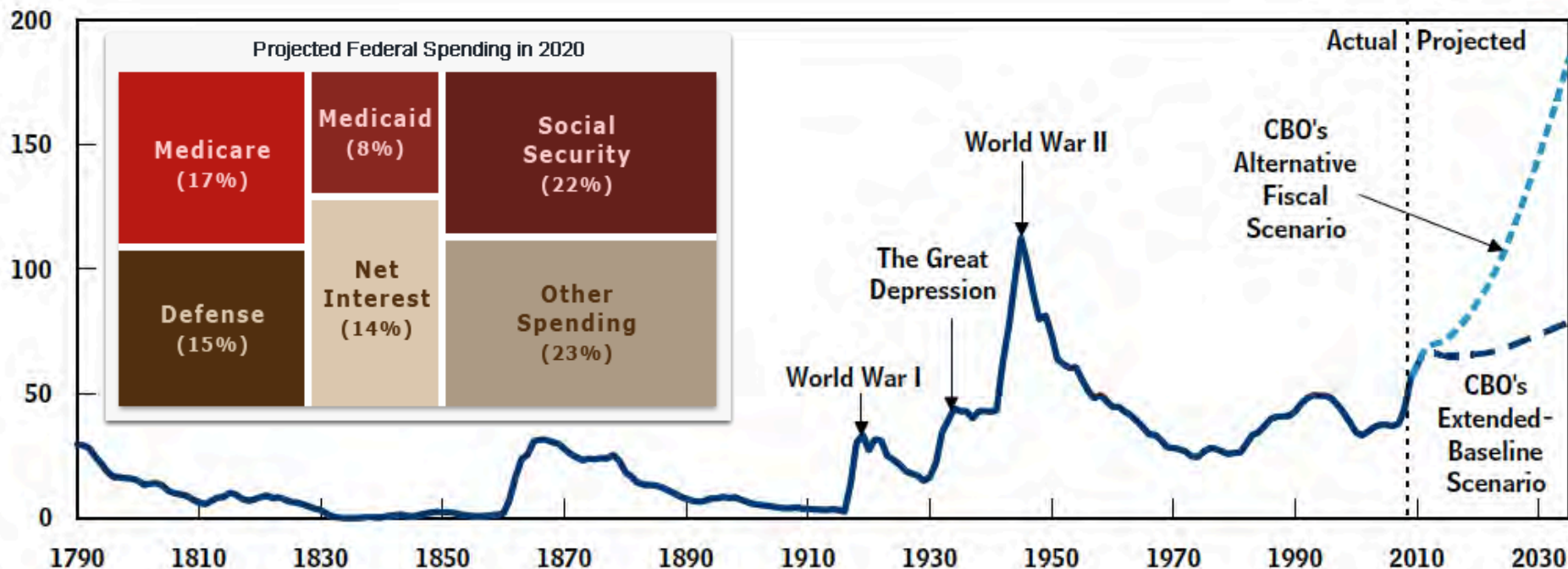
Taken together: Whither the U.S. Consumer?



Fiscal Austerity?

Debt as a Percentage of GDP

How does this fit into the U.S. historical record?



Source: Congressional Budget Office, *The Long-Term Budget Outlook* (June 2010); *Historical Data on Federal Debt Held by the Public* (July 2010).



Ms. Karen Hontz

Director, Office of Government Contracting, Small Business Administration



Ms. Nancy Small

Director, Small Business Programs, AMC



Mr. John Kavazanjian

President and CEO, Ultralife Corporation



Use Small to Become Large

John D. Kavazanjian
Ultralife Corporation



- 1999 Revenues \$20M \$1M Defense
- 2010 Revenues \$175M \$110M Defense
- Battery and Energy Products
 - Top battery supplier to DOD and UKMOD
- Communications Products
 - SOTM system supplier to DOD
 - Top supplier of communications accessories

The Roadmap

- **Partner with the development side**
 - Easier to catch a new application than displace an old one
 - Understand market potential of development side product/service offering. Small Bus. product success is dependent
- **Patience/Persistence/Value**
- **Contracting/Contracting/Contracting**
- **Leverage your strengths**

Partner With Development

- **Listen to their needs**
 - Sell what they want, not just what you have
 - Be responsive and flexible
 - Go for the win/win
- **Lots of Vehicles to do this**
 - SBIR
 - OSCR
 - BAA's

Example-Pouch Cell

1992-1993	Army expresses interest in pouch tech-company decides to pursue
1993	SBIR Phase I
1994	SBIR Phase II
1995-1996	Internal Development
1997	SBIR Phase III
2000-2002	In House Commercialization

Patience/Persistence/Value

- **Be patient.** Needs are urgent but the process rules
- **Persist.** Users and agencies want to know that you have a long term commitment
- **Bring value.** Be able to explain in very simple terms how you can help in a unique way
- **Partner with a large business**

Example-MnO₂ Technology

2000-2002	OSCR Program for MnO ₂ Manufacturing Tech. Development
2003-2005	Fielded technology in BA-5390 contracts for OIF
2008-2010	Achieved major market share

Partner With A Large Business

- Large business as a prime
 - Has incentives to use small businesses
 - All have active Small Business programs
 - Get engaged
 - Be professional-you are interviewing for a job
- A small business can also be a prime
 - Requires accounting and contracting infrastructure

Example-Land Warrior

1998	Engaged with Land Warrior Program and GD-sold our technology and development capability
2001-2006	Ongoing LW development with GD
2007-2008	Field testing
2009	Program not funded
2010	Program back and now deployed-supply through DLA
2010-Forward	Adoption by int'l allies

Unsuccessful Examples

- Small businesses as “pass through” distributors
 - No value add
 - Credit, payment and accounting issues
- Small businesses that do not take contracts and accounting seriously
 - Still need a contracting infrastructure
 - Still need auditable financial records
 - Still subject to other rules like ITAR

Contracting

- **Small businesses are advantaged**
 - Set-asides
 - Subject to fewer FAR reqmts than large Cos.
 - GSA Schedule Contracts
 - Prime contractors have incentives and requirements to use small businesses
 - Small business can prime for large business
- **Learn how to work with Contracting Officers, DCMA and DCAA**

Infrastructure

- **Once you have started doing government business, use the infrastructure you have developed**
 - People/satisfied customers will refer you
 - Contracting vehicles make it easier for others to do business with you
 - Experience of dealing with Buying Authority FAR requirements, and agencies like DCMA and DCAA

Get Engaged

- Resources are available
 - Learn what they are and use them
 - SBA Office of Government Contracting
 - Procurement Technical Assistant Centers
 - SBA online training courses
 - Ask when you don't know
- Build your business and help the war fighter to continue to get the best technology and services available



Mr. Travis Schmuhl

*“Family of Medium and Heavy Tactical Vehicles” Segment Commodity
Manager for Defense, Oshkosh Defense Corporation*

Oshkosh Corporation

Travis Schmuhl,
Senior Segment Commodities
Mgr.
GPSC Defense



OSHKOSH CORPORATE & DEFENSE OVERVIEW



Our number one customer!!

Mission-Driven and Customer-Focused

Values, Mission, Expertise

Customer Focused Innovation

Access Equipment

JLG

Lull

SKYTRAK



Defense

OSHKOSH
DEFENSE



Fire & Emergency

Pierce

OSHKOSH MEDTEC

JERR-DAN FRONTLINE COMMUNICATIONS

KEWAUNEE FABRICATIONS

SMIT
MOBILE EQUIPMENT B.V.

OSHKOSH OSHKOSH SPECIALTY VEHICLES



Commercial

McNeilus

OSHKOSH LONDON

IMT

CON-E-CO





OSHKOSH DEFENSE



Defense Program Portfolio

	Development	Production	Sustainment
Army	<ul style="list-style-type: none"> FMTV Variants (Variants) HEMTT A3 (Hybrid Electric) HEMTT A4 Block Upgrade HMMWV RECAP 	<ul style="list-style-type: none"> FMTV HEMTT A4 HET (HET A1) PLS (PLS A1) 	<ul style="list-style-type: none"> Field Service Representatives (FSR) Theater Provided Equipment Refurbishment (TPER) Reset/RECAP
International	<ul style="list-style-type: none"> 4x4 Light weight cargo 8x8 Heavy load handling system Global HET 	<ul style="list-style-type: none"> MTT SandCat/TPV 	<ul style="list-style-type: none"> Field Service Representatives (FSR) Support services – wheeled tanker
Joint	<ul style="list-style-type: none"> Autonomous (Robotic) Vehicle Capability JLTV M-ATV Variants (Ambulance, Cargo, SOCOM) 	<ul style="list-style-type: none"> M-ATV TAK-4[®] ISS 	<ul style="list-style-type: none"> DLA Parts Field Service Representatives (FSR)
USMC	<ul style="list-style-type: none"> MTVR 4x4 MTVR III On-Board Vehicle Power (hybrid) 	<ul style="list-style-type: none"> LVSR MTVR 	<ul style="list-style-type: none"> Field Service Representatives (FSR) Reset

GPSC Structure and Alignment

- **Organizational Structure and Alignment**
 - One voice to supply base
 - Customer focused, integrated in the Business Units
 - Leverage size & scale to provide superior synergies for suppliers
 - Standardized work/common processes
- **Targets and Metrics**
 - Suppliers aligned with Business Unit priorities
 - Clear and consistent to all levels of the organization
 - Responsibility and accountability
 - Common systems and tracking internal and external
- **Work Streams Focused on Synergies, Size & Scale to Benefit both Oshkosh and our Suppliers**



GPSC 4 Priorities

Delivery / Supply Chain

Develop Supply Chain Capability

- On time delivery to station
- Premium freight
- Achieve budgets (Logistics, Inventory, Containers)
- Value chain mapping
- Ensure strong Supply Chain capability
- Manage critical supplier issues
- Support Manufacturing Footprint

Quality / Launch

Quality / Cost Improvements Total Cost Approach

- Plant Disruptions/ Stock outs/ Down time
- Flawless Launch Execution
- Waste elimination
- Warranty improvement

NPD - Program Management

New Programs @ Right Quality, Right Time, Right Cost

- Right resources dedicated to the project
- On time achievement of milestones
- Quality of engineering / design / services / technology
- Design to cost vs. cost of design

Competitiveness

Best Landed Cost Globally

- Best landed cost (TLC)
- Sustainable cost structure
- Cost driver / detailed supplier cost break downs
- Value creation vs. competition
- Grow Best Performing Suppliers
- Global Sourcing
- Proactive Supply Base Restructuring

Suppliers Must Perform To All Four Priorities

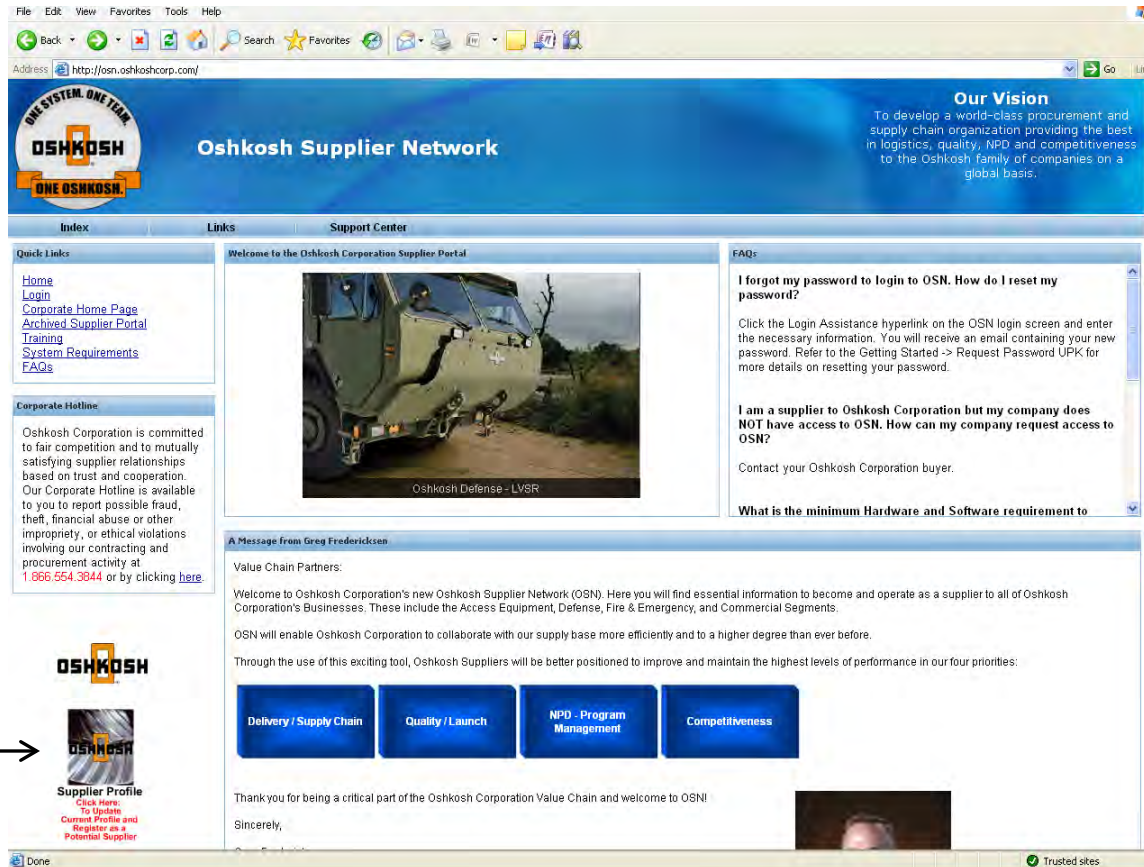
What Does OSK Look For in a Supplier?

- Knowledge – of overall industry, specific commodity, and technology benchmarking
- Ability to identify strengths and weaknesses
- Attention to detail
- Obsessed with continuous improvement
- Strive for stretch targets
- Sustainable cost advantage = Best-in-Class value
- Adapt quickly to a rapidly changing environment
- Superior Culture, Behavior, and Performance

Oshkosh Supplier Profiling System

In order to better understand the capabilities of prospective suppliers Oshkosh has developed a Supplier Profiling System. The URL address for this site is:

<http://osn.oshkoshcorp.com/>



Click here to
access system

Oshkosh Supplier Profiling System

- After you have accessed the site develop a Login ID using a valid email address. If your password is forgotten, you can click on the forgot password link to have it sent to email.



OSHKOSH CORPORATION SUPPLIER PROFILE

Home
Completion Status
Address Information
Contact Information
Company Information
Financial Information
Locations
Location Descriptions
Quality Systems & Certifications
Supplier Reference
Business Classifications
Tracking Information
View Uploaded Files
Update Login Information
Logout
Corporate Purchasing

Completion Status

You have not completed all areas of the survey. Please look at the areas without a green check, and complete.

☒ Address Information
☒ Contact Information
☒ Company Information
☒ Financial Information
☒ Locations
☒ Location Descriptions
☐ Quality Systems and Certifications
☐ Supplier Reference
☐ Business Classifications
☐ Tracking Information

Vision: To develop a world-class procurement and supply chain organization providing the best in logistics, quality, NPD and competitiveness to the Oshkosh family of companies on a global basis

OSHKOSH CORPORATION SUPPLIER PROFILE

Home
Corporate Purchasing

Create Supplier Profile
Required fields are marked with *

Legal Company Name *
Street Address *
PO Box
Optional Address Line 1
Optional Address Line 2
City * State *
Country * Postal Code * (99999-9999)
First time users must enter a valid email address and a password for supplier creation. This will be your login credentials for when you need to login to the Supplier profile again.
Supplier Login ID * (E-Mail address)
Email Verification * (E-Mail address)
Supplier Password *
*Enter CAPTCHA before submitting

sent a checker
Type the two words:

CAPTCHA
Don't know the words? [Click here](#)

Complete all 10 areas

- You will know when this is finished, all 10 sections will have a green check mark next to it.
- The form asks for detailed information but you can update/change the data at any time.



Oshkosh Supplier Profiling System

- Sampling of information requested:
 - Commodity/Service provided
 - NAICS code
 - Business Classification
 - Locations/Facilities
 - Manufacturing Capabilities
 - Brochures/manuals can be downloaded
 - Annual Sales
 - Do you have quality systems in place?
 - Etc.

This is your initial contact with Oshkosh, include any and all information that you would like us to know about your company. Keep in mind that we receive many inquiries, so emphasize what makes your company different.

Oshkosh Supplier Profiling System

What happens with the information once all areas of the supplier profiling system have been completed?

- Based on the information provided an email will be sent to the appropriate commodity council to determine if there is a current opportunity for your company.
- Your information will also be kept on file for one year for further consideration as new opportunities arise.
- Communication with the supplier on overall feedback

Thank You!





Mr. Tim J. Foreman

“Department of Veterans Affairs” Executive Director, Office of Small and Disadvantaged Business Utilization



14th Annual Small Business Conference

November 18, 2010

Tim J. Foreman



WELCOME

- VA's Office of Small and Disadvantaged Business Utilization (OSDBU) is proud to lead the Federal Government in procurements to Service Disabled Veteran Owned Small Business (SDVOSB)
- For this and other reasons – VA earned an “A” on the Small Business Administration (SBA) Annual Scorecard
- Impact of Public Law 109-461 – provides unique advantages to VA for procurements to SDVOSB and other Veteran Owned Small Business (VOSB).

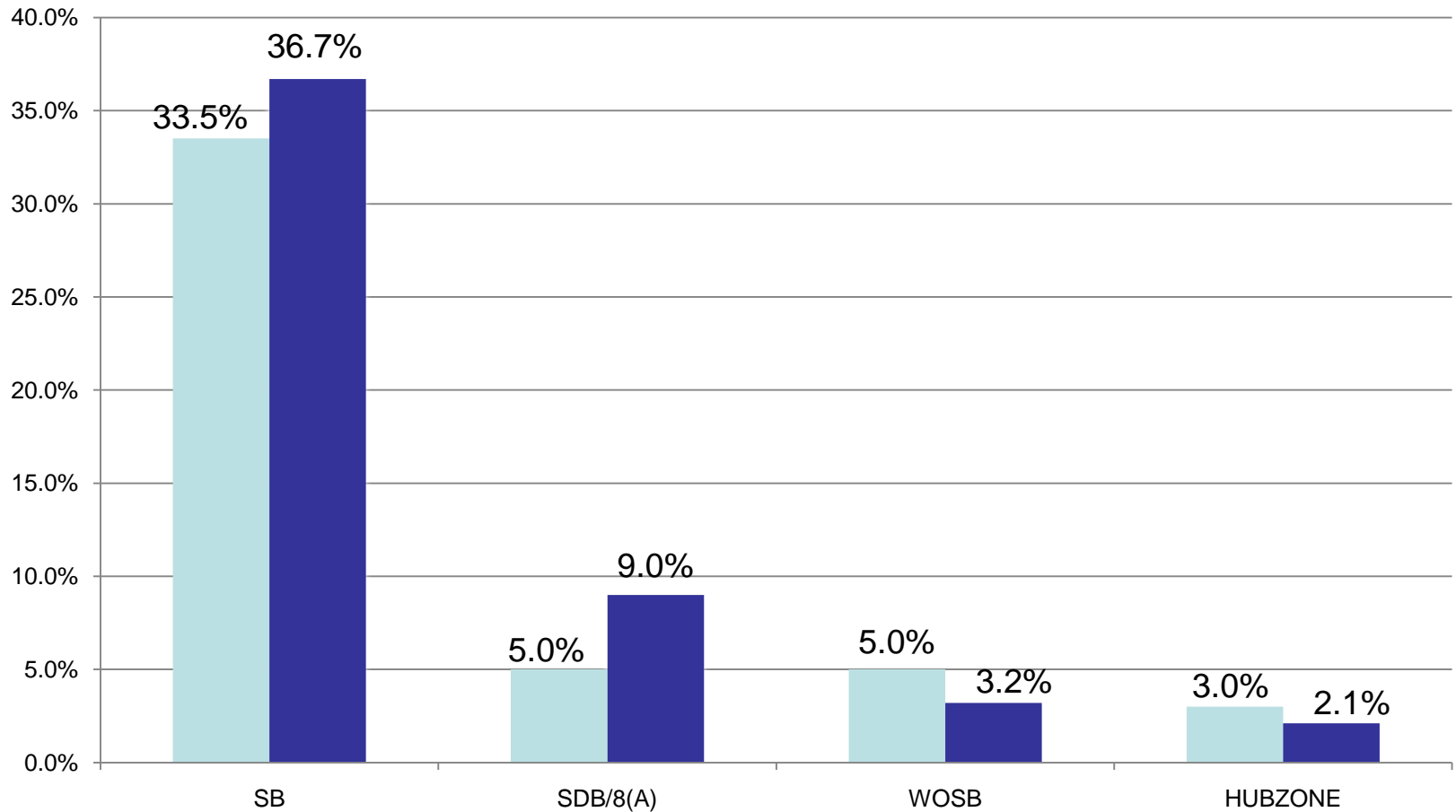
Public Law 109-461 - Advantages for Veterans

- Sole Source and Set Aside for contracts
- Applicable to SDVOSB and VOSB
- Mandatory if included in the database maintained by the Secretary for verification of small businesses – the Vendor Information Pages (VIP)
 - **OTHER STATUTES**
 - P.L. 111-240 - Small Business Jobs Act of 2010
 - P.L. 111-275 – Veterans Benefits Act of 2010

OSDBU's Mission for Non-Veteran's

- Small Business
- HUBZone
- Women Owned Business
- Small Disadvantaged Business
 - --8(a)

All VA Small Business Procurements – Except Veterans (AS OF 9/30/2010)



Introduction to OSDBU Programs and Performance

Verification

Subcontracting

Outreach

Counseling Service

Protest

Vendor Day

Debarment Committee

Federal Contractor Certification

Mentor-Protégé

Transparency Initiative

VERIFICATION

- VA verification to reduce likelihood of fraud
- Backlog of about 1,929 applications awaiting timely (90-day) VA verification
- Corrective action – refocus activities of the Center for Veteran's Enterprise (CVE) program office
- Staffing shortages
- Five key contracts to assist processing

OUTREACH

- Over 100 conferences and offsite speaking engagements during CY 2010
- Host 7th Annual National Veteran Small Business Conference and Expo 2011 will be held at the Ernest N. Morial Convention Center August 15-18, 2011, in New Orleans, LA
- “Matchmaking”

PROTESTS

- Who has standing to protest and the process involved
- Typical protest issues
- Internal VA requirements to achieve protest decision
- OSDBU attempts to complete a protest decision within 30 days; the reality is that it can take months to resolve a complex protest

SUSPENSION AND DEBARMENT COMMITTEE

- OSDBU's Executive Director Chairs the Debarment Committee
- Committee provides recommendations to VA's Senior Procurement Official, who serves as the Debarment Official
- Deliberates on cases of reported fraud
- Not a punitive body

MENTOR-PROTÉGÉ

- All participants must be “Verified” in the Vendor Information Page (VIP) database
- Protégé receives guidance from more experienced business
- Mentor receives credit for effort
- VA’s Pilot Mentor Protégé Program closed August 13, 2010 after receiving 119 submissions for the initial 25 agreements
- Open season application periods to follow for other interested parties

SUBCONTRACTING PROGRAM

- VA OSDBU's next major challenge
- Subcontracting is seriously lagging behind prime contracting
- Planned collection of additional information from subcontractors to validate performance
- Anticipate much improvement via VA's T-4 Program

COUNSELING SERVICES

- Face-to-face meetings with business owners
- Counseling tailored to business need – based on customer issues
- Works with Procurement Technical Assistance Centers (PTACs) and Small Business Development Centers (SBDCs) regarding marketing and business development activities and other certificate programs

VENDOR DAY

- Hosted monthly as adjunct to outreach initiatives
- Often provides forecast of goods and services needs
- Anticipate introducing a Virtual Vendor Day

FEDERAL CONTRACTOR CERTIFICATION

- Four progressive levels of training on understanding Federal contracting, preparing knowledgeable proposals and performing competently on the contract
- Exclusive delivery through qualified Procurement Technical Assistance Centers (PTAC)
- Comprehensive certification exam for each level
- Level 1 and Level 2 launched, Levels 3 and 4 to follow in the next 18 months

TRANSPARENCY INITIATIVE

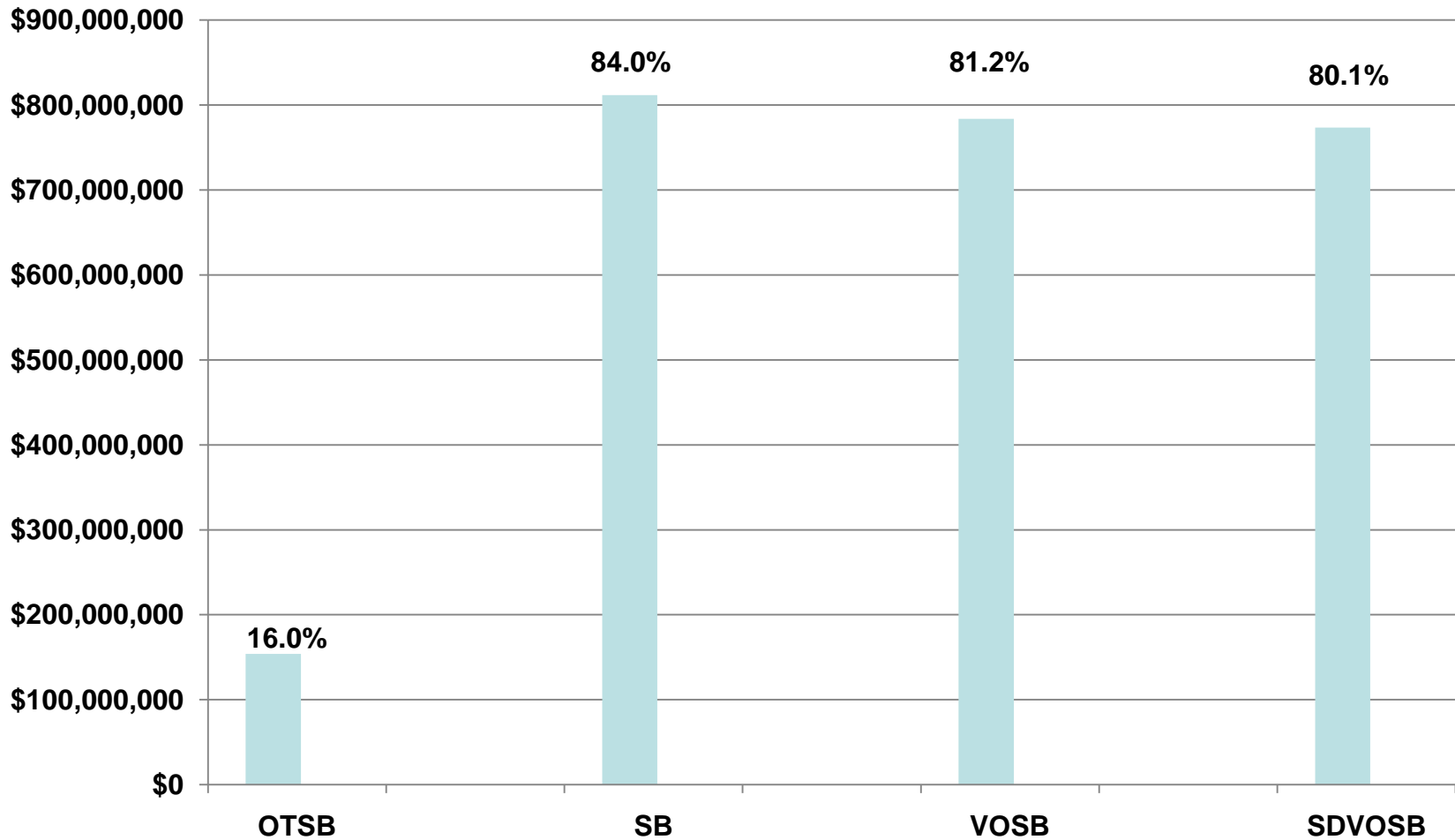
- Website posts numbers/programs/actions/performance
- Unification and relocation of OSDBU
- SBA Scorecard link:
 - <http://www.sba.gov/aboutsba/sbaprograms/goals/SCORECARD2009.html>

PERFORMANCE ROUNDUP

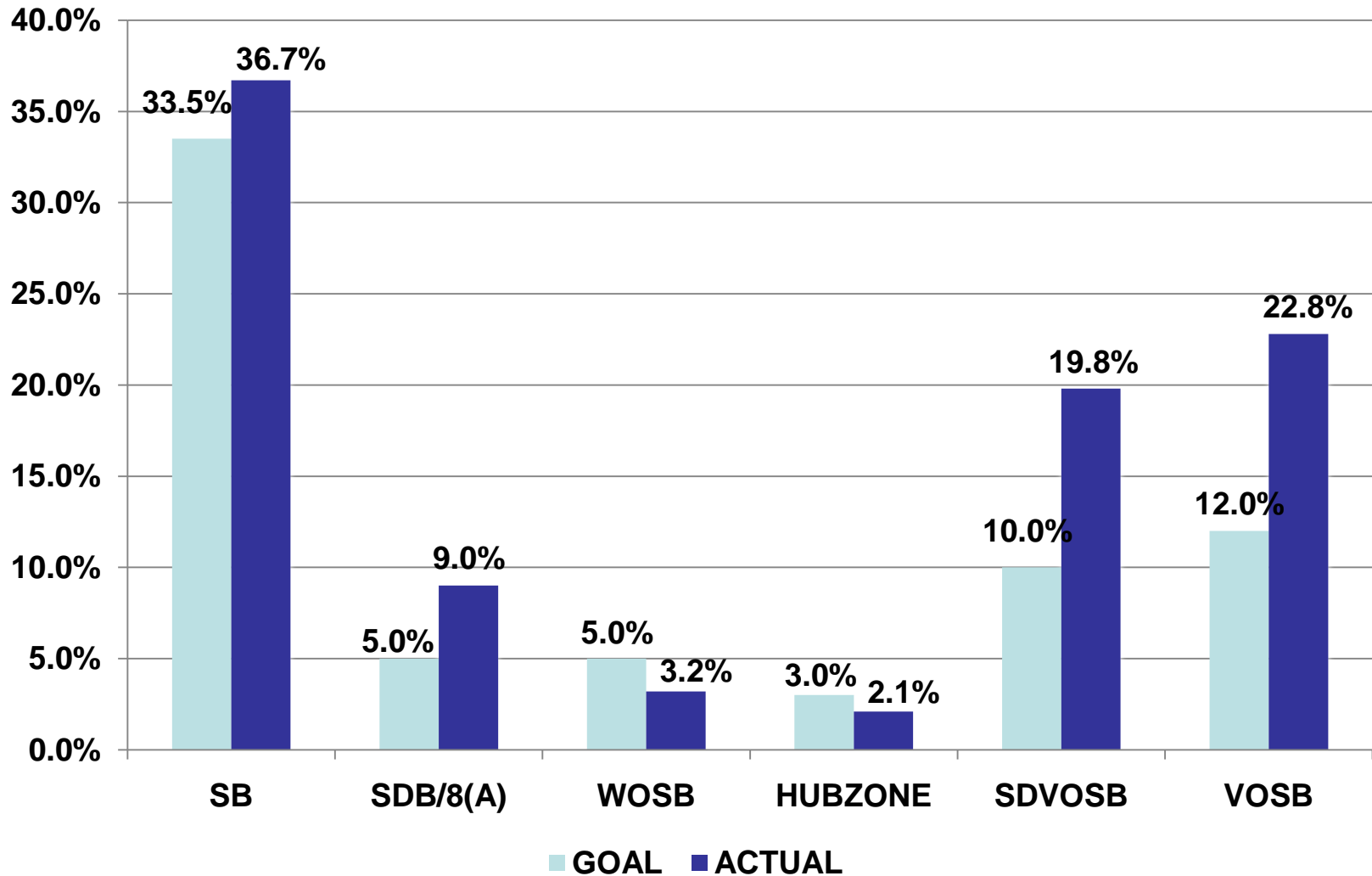
- Best in SDVOSB
- Only agency to measure VOSB and provide performance information
- High small business procurement performance
- Earned an “A” from SBA

VA ARRA Procurements

As of September 30, 2010



All VA Small Business Procurements (As of 9/30/2010)



VA Office of Small & Disadvantaged Business Utilization

www.va.gov/osdbu / **1-800-949-8387**

For VIP Verification Questions:

VA Center for Veterans Enterprise
1-866-584-2344



QUESTIONS?



Ms. Peg Meehan

“Defense Logistics Agency (DLA)” Director, Office of Small Business Programs, DLA



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



DLA & Small Business Overview

Ms. Peg Meehan
Director, DLA Office of SB Programs
November 18, 2010



Agenda

- DLA Mission
- Full Spectrum Global Support
- Global Supply Chains
- Small Business Points of Contact
- Other Mission Support
- Marketing to DLA





Mission:

Supporting the Warfighter

We are America's combat logistics support agency. Our mission is to provide best value integrated logistics solutions to America's Armed forces and other designated customers in peace and in war, around the clock, around the world.





Full Spectrum Global Support

Supply Chains

- Land Systems
- Maritime Systems
- Aviation Systems
- Fuel/Energy
- Subsistence
- Medical
- Clothing & Textile
- Construction & Equip

Theater Support

- DLA Europe & Africa
- DLA Pacific
- DLA Central

Distribution

- 26 Distribution Centers
- \$98B DoD Inventory
- 52M sq ft covered storage

Disposition Services

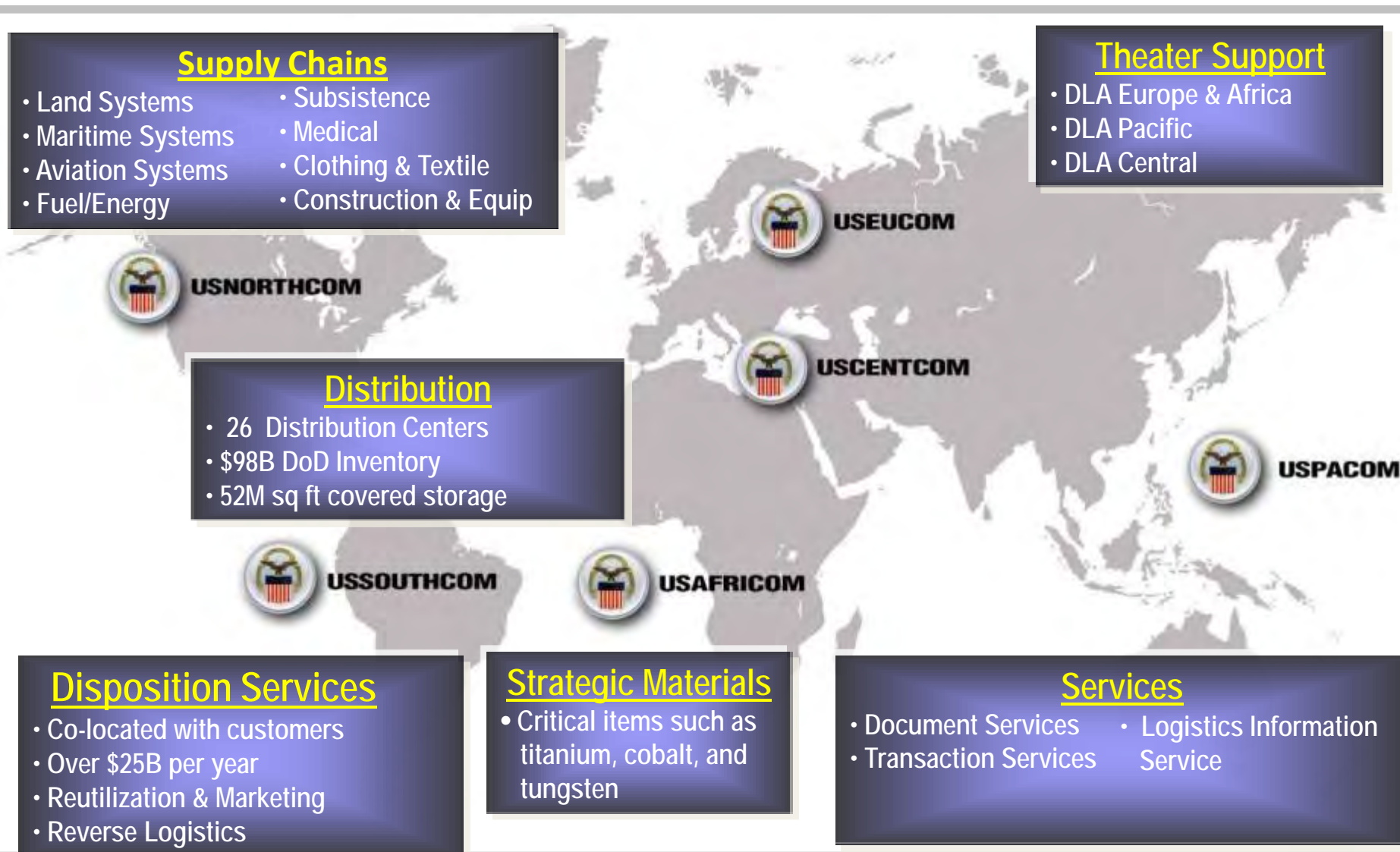
- Co-located with customers
- Over \$25B per year
- Reutilization & Marketing
- Reverse Logistics

Strategic Materials

- Critical items such as titanium, cobalt, and tungsten

Services

- Document Services
- Transaction Services
- Logistics Information Service





Global Supply Chains

Troop Support

- CLI: Subsistence
 - Food Service
 - Produce
 - Operational Rations
- CLII: Clothing & Textile
 - Recruit Clothing
 - Organizational Clothing & Individual Equipment
- CLIV/VII: Construction & Equipment
 - Facilities Maintenance
 - Equipment
 - Wood Products
 - Safety & Rescue Equipment
- CLVIII: Medical
 - Pharmaceutical
 - Medical/Surgical Equipment

Aviation

- CLIX:
 - Engine Components, Air Frames
 - Flight Safety Equipment, Maps
 - Environmental Products

Land and Maritime

- CLIX: Maritime
 - Valves, Fluid Handling
 - Electrical/Electronics
 - Motors, Packing/Gaskets
- CLIX: Land
 - Wheeled, Tracked & Heavy Vehicle Parts
 - Vehicle Maintenance Kits
 - Power Transmission/Engine/Suspension Components
 - Tires, Batteries and Small Arms Parts

Energy

- CLIII: Energy
 - DOD Executive Agent for all Bulk Petroleum
 - Natural Gas, Coal, Electricity
 - Aerospace Energy





Troop Support

SUBSISTENCE: CLASS I

- Food Service
- Produce
- Operational Rations



CLOTHING & TEXTILE: CLASS II

- Recruit Clothing
- Readiness
- Organizational Clothing & Individual Equipment



CONSTRUCTION & EQUIPMENT: CLASS IV / VII

- Facilities Maintenance
- Equipment
- Wood Products
- Safety & Rescue Equipment



INITIATIVES

- Prime Vendor Programs
- Medical Air Bridge (MAB)
- Common Food Management System (CFMS)
- Recruit Training Center Support
- Army Direct Ordering (ADO)
- Enterprise Buyers Forward
- Lumber Privatization

MEDICAL: CLASS VIII

- Pharmaceutical
- Medical/Surgical
- Readiness
- Equipment





Troop Support

Mr. Michael McCall

(800) 831-1110

(215) 737-2321

www.dscp.dla.mil/sbo

CLOTHING & TEXTILES

- Ms. Joann Gatica

SUBSISTENCE

- Ms. Andrea Ingargiola

MEDICAL

- Mr. Paul Rooney

CONSTRUCTION/EQUIP

- Ms. Arlene Ruble



Land and Maritime

INITIATIVES

Tires Privatization Successor

MRAP/M-ATV Sustainment

Afghan Sustainment

Depot Level Repairables

**Retail Supply, Storage &
Distribution**

**Demand Planning Improvement
Initiatives**

Army Reset Support

LAND:

- Wheeled, Tracked & Heavy Vehicle Parts
- Vehicle Maintenance Kits
- Power Transmission/Engine/ Suspension Components
- Tires
- Batteries
- Small Arms Parts



MARITIME:

- Valves
- Fluid Handling
- Electrical/Electronics
- Motors
- Packing/Gaskets





Land and Maritime

Ms. Cynthia Nevin

(800) 262-3272

(614) 692-5761

**[http://www.dsccl.dla.mil/offices/
smbusiness/index.html](http://www.dsccl.dla.mil/offices/smbusiness/index.html)**



Aviation

AVIATION

INITIATIVES

LEAN / Six Sigma

Depot Level Reparables

Supply, Storage & Distrib.

Customer Targeted Outcomes

Gases / Cylinders Privatization

Chemicals / POL Privatization

Forward Presence

One Pass Pricing

- Engine Components
- Air Frames
- Flight Safety Equipment
- Aviation Lighting
- Fasteners
- Bearings
- Maps
- Environmental Products





Aviation

Mr. John Henley

(800) 227-3603

(804) 279-6330

<http://www.dscr.dla.mil/userweb/sbo/>



Energy

ENERGY

INITIATIVES

CENTCOM AOR Support
Open Market Bunker Support
Bulk Terminal Ops
Privatization
Garrison / Base Energy
Support
Utilities Privatization Support
Alternative Fuel and
Renewable Energy

- **DOD Executive Agent for all Bulk Petroleum**
- **Natural Gas, Coal, Electricity**
- **Aerospace Energy**





Energy

Ms. Joan Turrisi

(800) 523-2601

(703) 767-9465

<http://www.desc.dla.mil/DCM/DCMPage.asp?LinkId=pgeSmallBusiness>



Distribution

- Receive, Store, and Issue Globally
- In-transit Visibility
- Dedicated Delivery / Pure Pallets



**26 Distribution
Centers
Worldwide**





Disposition Services

- Reutilization (to Military Services & DOD Special Programs)
- Transfer (to Federal Agencies)
- Donation (to State and Local Agencies)
- Sales of excess DoD property
- Contingency Operation Support
- Demilitarization
- Precious Metals Recovery
- Hazardous Waste Disposal

**119 Sites
Worldwide**





Disposition Services

Ms. Sheryl L. Woods

(269) 961-4071

<http://www.drms.dla.mil>

Distribution

Ms. Cathy Hampton

(717) 770-7246

www.ddc.dla.mil/business.aspx



DLA Contracting Support Office (DCSO)

- Supports the entire DLA Enterprise
 - IT
 - Management & Consulting Services
 - Training
 - Studies

Ms. Rosita Carosella
215-737-8514

NOT A SUPPLY CHAIN !



Document Services

**Ms. Susan Rapoza
(717) 605-1557**

Strategic Materials

**Mr. Carlos Vidro-Martinez
(703) 767-6031**



Doing Business With DLA



THE RIGHT CUSTOMER !



DLA Resources

DLA Associate Directors of SB - Each Procuring Activity

"How to Do Business With DLA"

<http://www.dla.mil/db/>

Procurement Technical Assist. Ctrs.

www.dla.mil/db/procurem.htm



Other Links / Resources

DOD OSBP

<http://www.acq.osd.mil/osbp/>

DIBBS DLA-BSM Internet Bid Board
System

<https://www.dibbs.bsm.dla.mil/>

TKO (Training, Knowledge,
Opportunities) Workshops

DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY





Mr. Michael R. Hutchison

*“Enhanced Army Global Logistics Enterprise” Acting Executive Director
and Principal Assistant Responsible for Contracting (PARC), Rock Island
Contracting Center*



UNCLASSIFIED



U.S. Army Contracting Command ***Rock Island Contracting Center***

Update on Enhanced Army Global Logistics Enterprise For 14th Annual Small Business Conference

Michael Hutchison
Acting Executive Director
Rock Island Contracting Center
18 November 2010

UNCLASSIFIED

ALL INFORMATION PRESENTED BY THE GOVERNMENT IS PROVISIONAL AND MAY BE SUBJECT TO CHANGE



UNCLASSIFIED



Rock Island Contracting Center

Outline

- What is EAGLE?
- Why EAGLE?
- Scope of Requirement
- Acquisition History
- Industry Outreach
- Market Research
- Proposed Contract Type
- Proposed Courses of Action
- Timeline



UNCLASSIFIED



Rock Island Contracting Center

What is *EAGLE*?

- An integrated acquisition approach to Directorate of Logistics and other requirements
 - Acquisition strategy
 - Requirements definition – **KEY TO SUCCESS!**

CURRENT

AMC IMCOM FORSCOM	DOLs
	FLRCs
	Numerous Contracts / PWS
	Multiple POCs
	Multiple Maintenance Systems
	CTC Fleets
	TRADOC FMX

IMPERATIVES

- Seamless Support to SCs
- Integrate & Control Field Level Maintenance / Supply Capability
- Optimize Maintenance Capacity and Capabilities (Flexibility to Move Overflow / Workload to DOLs /Depots/Arsenals/OEMs)
- Standardized PWS / Processes / Metrics
- Build Augmentation Capability thru Contract Vehicle

FUTURE

AMC Core Competencies Aligned in the Materiel Enterprise	Single Source of Repair on an Installation
	Standardized Acquisition Strategy
	Single POC on an Installation
	Installation Logistics Linked to AMC

UNCLASSIFIED



UNCLASSIFIED



Rock Island Contracting Center

Why EAGLE?

- Lack of common approach to satisfy requirements creates confusion
- Overlapping mission support solutions increase costs and reduce efficiencies
- Replacement of previous contracts that have expired or are nearing their ceilings
- Logistics environment requires the Army to transition seamlessly from mob/demob to mission support



UNCLASSIFIED



Rock Island Contracting Center

Scope of Requirement

- **Supply** - ensuring that material for operation and maintenance of war-fighting systems is available
- **Maintenance** - technical inspection and repair of equipment
- **Transportation Support** - movement, storage, accountability, and management of supplies and equipment
- **Plans & Operations** - support concept development, strategic planning, and operations
- Food Service and Laundry contracted outside of EAGLE



UNCLASSIFIED



Rock Island Contracting Center

Scope of Requirement

SUPPLY

- SSA MANAGEMENT (CL II, IIIP, IV, V, VII, VIII, IX, & X)
 - SUPPLY MANAGEMENT REVIEWS
 - RECEIVING POINT
 - PACKING & CRATING
- CENTRAL ISSUE FACILITY (CIF)
- CLOTHING INITIAL ISSUE POINT (CIIP)
- INDIVIDUAL CHEMICAL EQUIPMENT MGMT PROGRAM (ICEMP)
- WAREHOUSE OPERATIONS
- HAZMART
- TECHNICAL SUPPORT TO STAMIS
- FUEL SUPPORT (CL IIIP BULK)
- INSTALLATION PROPERTY BOOK & EQUIPMENT MANAGEMENT
- FURNITURE MANAGEMENT PROGRAM (ACQ MANAGEMENT & REPAIR)
- RETAIL PROPERTY ACCOUNTABILITY
- WHOLESALE PROPERTY ACCOUNTABILITY
 - APS, PDTE, TPE, LBE
- AMMUNITION
 - SUPPLY (CL V)
 - MANAGEMENT OF AMMUNITION SUPPLY POINT (ASP)

TRANSPORTATION SUPPORT

- CENTRAL TRAVEL OFFICE
- NON-TACTICAL VEHICLE SUPPORT
- TRANSPORTATION MOTOR POOL
- LICENSE EQUIPMENT OPERATORS
- HAZMAT SHIPMENTS
- RAILHEAD OPERATIONS
- HOUSEHOLD GOODS OPNS
- PERSONNEL & CARGO MOVEMENT (SHIPPING & RECEIVING POINT)
- LOCAL DRAYAGE OPERATIONS
- INSTALLATION TRANS OFFICE
- MOVEMENT PLANNING, ARRIVAL/ DEPARTURE CONTROL GROUP

MAINTENANCE

- MAINTENANCE OF BASE OPS EQMT
- TACTICAL MAINTENANCE (AVN, MISSILE, GND, COMMEI)
- INSTALLATION MATERIEL MAINTENANCE ACTIVITY OPS
- CARC/CORROSION PROTECTION PROGRAMS
- CONDITION CLASSIFICATION OF MATERIEL
- INSTALLATION MWO & WARRANTY PROGRAMS
- TMDE SUPPORT
- NATIONAL MAINTENANCE PROGRAM

PLANS & OPS

- SPT SVC PLANS
- CONTINGENCY GARRISON OPS
- TECHN SPT TO SPT SVC STAMIS
- HAZARDOUS MAT MGT PLAN
- SPT SVC AWARDS PROGRAMS

18 November 2010

UNCLASSIFIED



UNCLASSIFIED



Rock Island Contracting Center

Acquisition History

- Field and Installation Readiness Support Team (FIRST) Contract
 - Competitively awarded in Oct 07
 - \$9 billion ceiling over 7 years
 - Estimated \$2.11 billion ordered in a 12-month period
- Global Maintenance and Supply Services (GMASS) Contract
 - Competitively awarded in Oct 04
 - Approximately \$2.74 billion obligated over 5 year life
- Tinker Air Force Base Contract Field Team (CFT) Contract
 - Competitively awarded in Oct 08
 - \$10.1 billion ceiling over 7 years (\$2.3 billion ordered in first year)
 - \$650 million ordered in support of Army requirements in a 12-month period



UNCLASSIFIED



Rock Island Contracting Center

Acquisition History

- Global Property Management Support Services (GPMSS) Contract
 - Competitively awarded in Jun 06
 - \$750 million ceiling over 5 years
- Integrated Logistics Support Service (ILSS) Contract
 - Bridge contract between GPMSS and EAGLE
 - Competitively awarded in Sep 10
- Over 270 additional stand-alone contracts
 - Estimated \$800 million ordered in a 12-month period



UNCLASSIFIED



Rock Island Contracting Center

Industry Outreach

- EAGLE Industry Day (17-18 May 2010)
 - 173 companies participated: 102 Small Businesses (59%), 66 Large Businesses (38%), NISH/Ability One or Unknown (3%)
 - 36 companies received break-out sessions
- Army Sustainment Command Advance Planning Briefing for Industry (APBI) - August 2010
- EAGLE One-on-One Industry sessions (30 Aug-1 Sep 2010)
 - 65 companies participated: 25 Small Businesses (38%), 40 Large Businesses (62%)
- Other Industry Outreach
 - Mission and Installation Contracting Command Industry Outreach - February 2010, August 2010
 - Professional Services Council brief to ACC MATOC IPT - March 2010

UNCLASSIFIED



UNCLASSIFIED



Rock Island Contracting Center

Market Research

- NAICS 561210, Facilities Support Services
- Sources Sought Notices
 - Issued 9 February 2010, closed 11 March 2010
 - 67 responses: 31 Small Businesses (46%), 36 Large Businesses (54%)
 - Issued 1 June 2010, closed 28 June 2010
 - 71 responses: 34 Small Businesses (48%), 33 Large Businesses (46%), 4 Unknown (6%)
 - Issued 4 August 2010, closed 3 September 2010
 - 47 responses: 13 Small Businesses (28%), 34 Large Businesses (72%)

UNCLASSIFIED



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Rock Island Contracting Center

Proposed Contract Type

- Multiple Award Task Order Contract
- One 2-year Base Period with three 1-year Ordering Periods (Award Terms)
- Estimated Dollar Value is \$30 billion over a 5-year period
- Minimum contract award provided with basic contract awards
- 5 Courses of Action (COA) for Acquisition Strategy considered



UNCLASSIFIED

Rock Island Contracting Center

Courses of Action (COAs) Presented at APBI

- Installation Size Standard Pools
- Installation Size & Functional Area Pools
- Set Aside/Full & Open Pools
- AFSB-aligned Pools
- Functional Area Pools

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Rock Island Contracting Center

Timeline

- Issue draft Request for Proposal (RFP) 2nd Qtr FY 11
- Issue final RFP 3rd Qtr FY 11
- Contract Award 2nd Qtr FY 12



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Rock Island Contracting Center

QUESTIONS?



Open Question Period

Mr. Jeffrey P. Parsons

Executive Director, Army Contracting Command

Open Question Period

- *Mr. Bryon Young*
- *Mr. Stephen Carrano*
- *Mr. Harry P. Hallock*
- *Mr. Michael R. Hutchison*
- *Mr. Edward G. Elgart*
- *Mr. Bruce B. Berinato*
- *Ms. Sarah Corley*
- *Ms. Valerie Lester*

Army Materiel Command



14th Army Small Business Conference

Doing Business
and
Partnership Opportunities
With AMC



Alan Lee, HQAMC G-4 Industrial Base Capabilities



Small Business Program Categories

❖ SMALL BUSINESS

- ✓ SMALL DISADVANTAGED
- ✓ WOMEN-OWNED
- ✓ HUB-ZONE
- ✓ SERVICE-DISABLED , VETERAN-OWNED

❖ SUB-CONTRACTING

- ✓ SMALL BUSINESS
- ✓ SMALL DISADVANTAGED BUSINESS
- ✓ WOMEN-OWNED
- ✓ HUB-ZONE
- ✓ VETERAN AND SERVICE-DISABLED,
VETERAN-OWNED

❖ HISTORICALLY BLACK COLLEGES AND UNIVERSITIES / MINORITY INSTITUTIONS



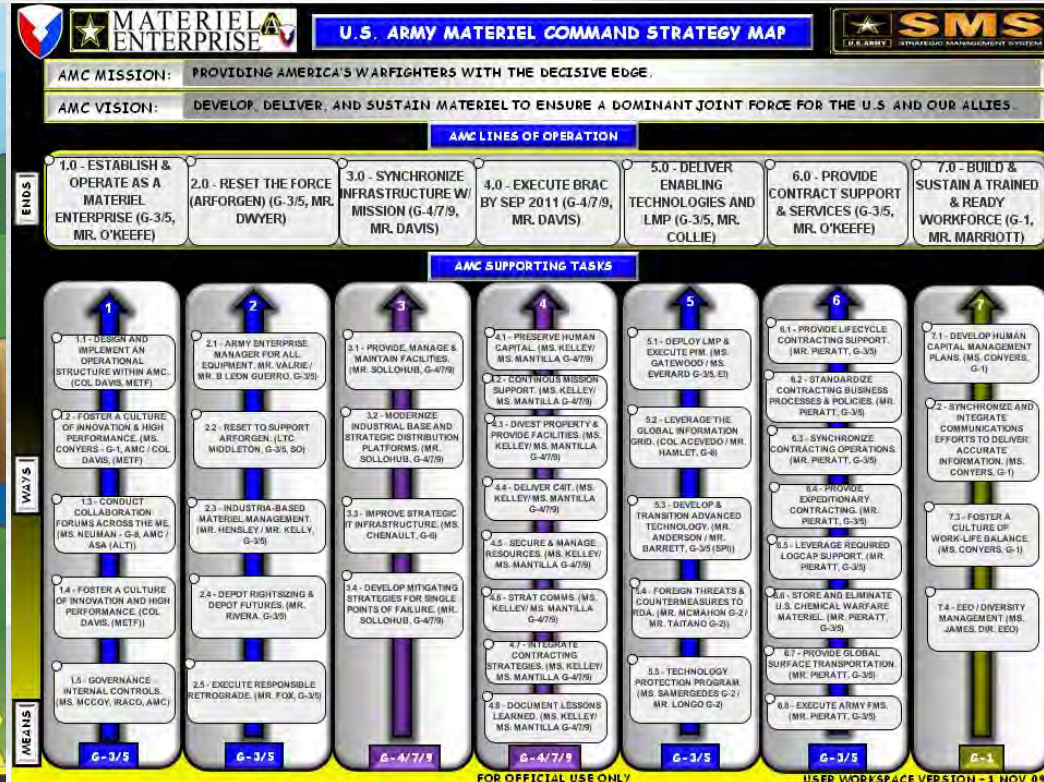
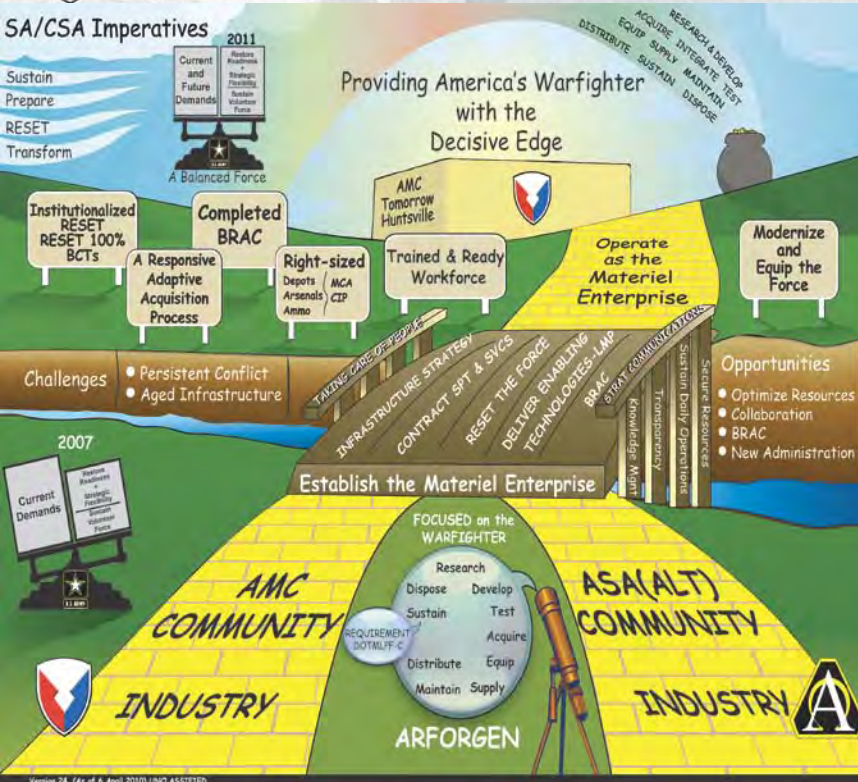
* DA-assigned targets to AMC



What is a Partnership?

- ❖ Agreement between an Army facility and one or more private industry entities to perform work or utilize the Army's facilities and equipment.
- ❖ Includes one or more of the following:
 - ✓ Use of public sector facilities, equipment and/or employees to perform work for public or private sector.
 - ✓ Work sharing arrangements.

US. ARMY MATERIEL ENTERPRISE



Public-Private Partnership Program Alignment

UNCLASSIFIED



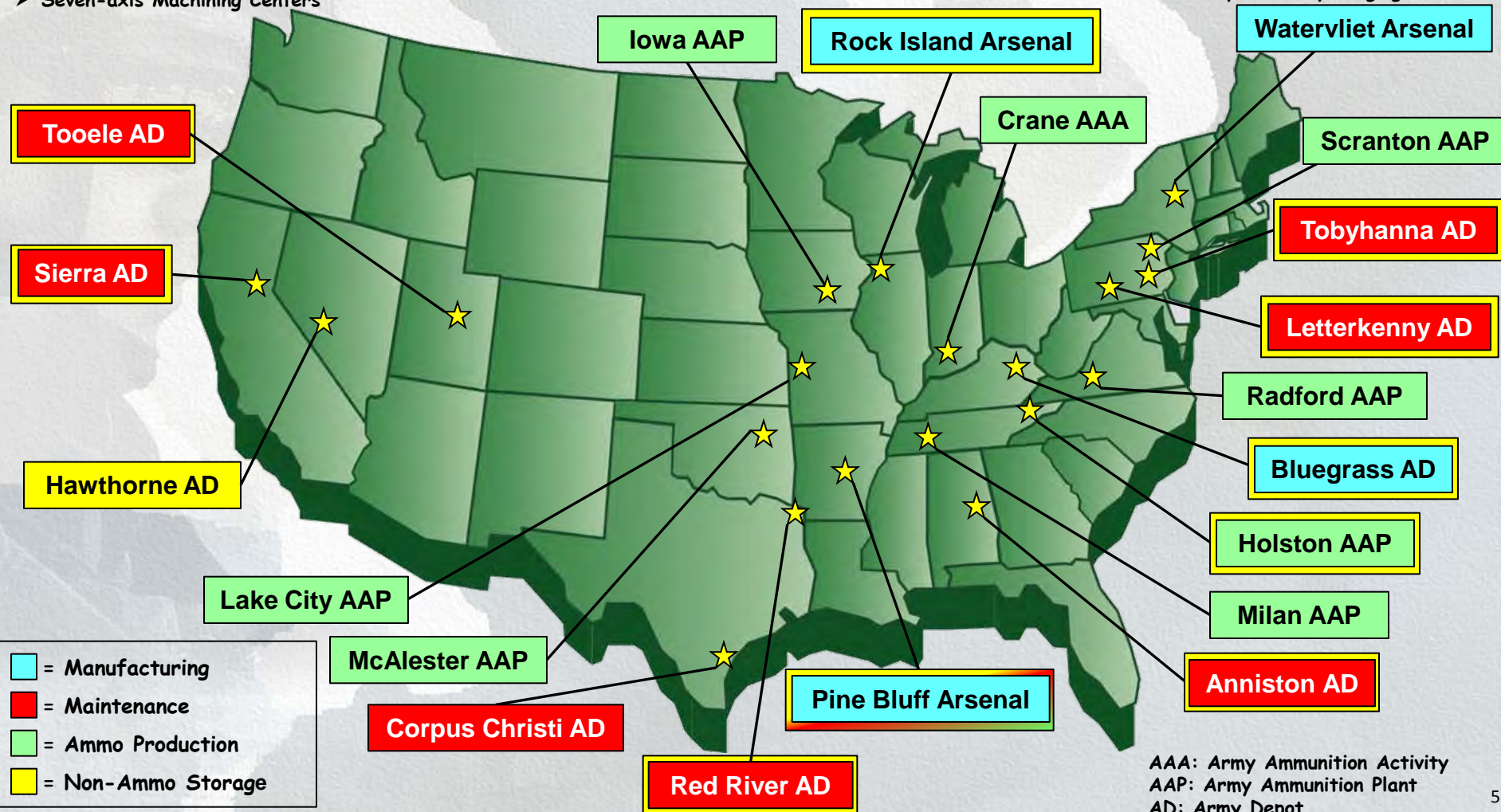
AMC's Industrial Facilities and Capabilities

- Overhaul / Repair / Remanufacture
 - Ground Vehicles & Helicopters (Including Components)
 - Radios, Radars & Other Electronic Items
- Heavy & Light Machining
- Seven-axis Machining Centers

- Heat Treatment, Plating & Finishes
- Tool, Die & Gage Development & Production
- Wood Pallet Manufacturing
- Explosive & Propellant Production
- Guided Boring of Thick Wall Cylinders

- Production Design, Development, Engineering & Fabrication
- Automated Testing
- Metallurgy
- Firing & Test Ranges

- Storage & Handling - Controlled Environment
- Rail Car Storage
- Chemical / Biological Protective Equipment Repair / Remanufacture
- Precision Bearings Analysis
- Foundry & Rotary Forging





AMC's Product Commodities

LCMCs

Tank-
Automotive &
Armaments
Command LCMC

- Combat and Tactical vehicles (manned/unmanned)
- Armaments
- Watercraft
- Fuel and Water Distribution Equipment
- Soldier, Biological, and Chemical equipment
- Clothing
- Food



Communications
-Electronics
LCMC

- Command, Control, Communications, Computers, Intelligence, Surveillance & Reconnaissance
- Jammers
- Power and Energy
- Generators



Joint Munitions
&
Lethality LCMC

- Smart & Precision Munitions
- Small/Med/Large Cal. Direct Fire Weapons
- Artillery & Mortar Indirect Fire Weapons
- Mortar Weapons & Fire Control
- Countermine Sys & EOD Equip
- Demolitions & Pyrotechnics
- Shoulder-launched Munitions
- Bombs & Explosives



Aviation and
Missile LCMC

- Aviation (Army, Air Force, Marine Corps, Special Operations)
- Missile (Army, Navy, Air Force)
- Unmanned Aerial Vehicle Systems





What's Available in the Enterprise

❖ Facilities:

- ✓ Warehouses
- ✓ Manufacturing and Repair facilities
- ✓ Ranges (firing and test)
- ✓ Secure locations

*ISO-certified
AND
OSHA-compliant
Industrial operations*

❖ Equipment (specialized equipment and tooling):

- ✓ Foundry and rotary forge
- ✓ Seven axis machining centers
- ✓ Guided boring of thick wall cylinders
- ✓ Tool, die and gage development and production

❖ Trained and Skilled workforce:

- ✓ Competent and competitive
- ✓ Deployable
- ✓ Lean Six Sigma experience
- ✓ ISO and OSHA experience



AMC's Research and Testing Capabilities

✓ Laboratories:

- Flexible Packaging
- Food Safety Testing
- Footwear Performance
- Fuel Cell Technology
- C4ISR Automated Virtual
- Flexible, Steady-State Vehicle Evaluation Test Cell
- Propulsion System Component Test Cell
- Fuels and Powertrain Lubricants
- Dynamic Structural Load Simulator
- Battery Technology Evaluation
- Electromagnetic Environmental Effects
- Nanotechnology and Characterization
- Advanced Chemistry
- Physical Evaluation and Metrology
- Mask and Mask Filter Testing

✓ Simulations:

- Combat Trauma Patient
- Internet-based
- Real-Time Human-in-the-Loop

✓ Environment

- ✓ High Fidelity Wireless Testing
- ✓ Advanced Sensor Evaluation
- ✓ Packaging Applications Testing Facility
- ✓ High-Temperature Power Electronics
- ✓ Power Conditioning Research
- ✓ Micro-electromechanical Systems Research
- ✓ Image Processing/Signature Modeling
- ✓ High Performance Computers
- ✓ Doriot Climatic Chambers
- ✓ Textile Performance Testing
- ✓ Wind Tunnel
- ✓ Full Scale Investment Casting Foundry
- ✓ Hazardous Material Testing Chambers
- ✓ Aerosol Science
- ✓ Virtual Training in Immersive Environment
- ✓ Quick Reaction Prototype Facilities



Enterprise Capabilities

- ❖ Overhaul/repair/remanufacture
 - ✓ Ground vehicles & helicopters (including components)
 - ✓ Radios, radars & other electronic items
- ❖ Product design, development, engineering & fabrication
- ❖ Heavy and light machining
- ❖ Heat treatment, plating & finishes
- ❖ Wood pallet manufacturing
- ❖ Explosive and propellant production
- ❖ Chemical/Biological protective equipment repair/rebuild





Adopting Commercial Best Practices



ISO is a non-governmental organization that consists of national standards institutes of 157 countries. It serves as a bridging organization in which a consensus can be reached on solutions that meet the requirements of business and society, such as the needs of stakeholder groups like consumers and users.

ISO 9001:2000 - Quality Management Systems

- Corpus Christi Army Depot
- Lone Star Army Ammunition Plant
- Letterkenny Army Depot
- McAlester Army Ammunition Plant
- Sierra Army Depot
- Milan Army Ammunition Plant
- Tobyhanna Army Depot
- Radford Army Ammunition Plant
- Toole Army Depot
- Riverbank Army Ammunition Plant
- Red River Army Depot
- Scranton Army Ammunition Plant
- Anniston Army Depot
- Rock Island Arsenal - Joint Manufacturing
- Crane Army Ammunition Activity & Tech Center
- Hawthorne Army Ammunition Plant
- Watervliet Arsenal
- Holston Army Ammunition Plant
- Pine Bluff Arsenal
- Iowa Army Ammunition Plant
- Kansas Army Ammunition Plant
- Letterkenny Munitions Center
- Lake City Army Ammunition Plant

ISO 9001:2000 + AS9100B Aviation Maintenance System

- Corpus Christi Army Depot

AS 9110 2003-01 2003-01 International Aerospace Quality Systems Standards

- Corpus Christi Army Depot

ISO 14001:2000

Environmental Management Systems

- Letterkenny Army Depot
- Tobyhanna Army Depot
- Iowa Army Ammunition Plant
- Milan Army Ammunition Plant
- Riverbank Army Ammunition Plant
- Scranton Army Ammunition Plant
- Radford Army Ammunition Plant
- Anniston Army Depot

Safety Voluntary Protection Program Star Recognition (VPP Star)

- Tobyhanna Army Depot
- Umatilla Chemical Depot
- Anniston Army Depot
- Pine Bluff Arsenal

OHSAS 18001 - Occupational Health & Safety Administration System

- Anniston Army Depot
- Tobyhanna Army Depot

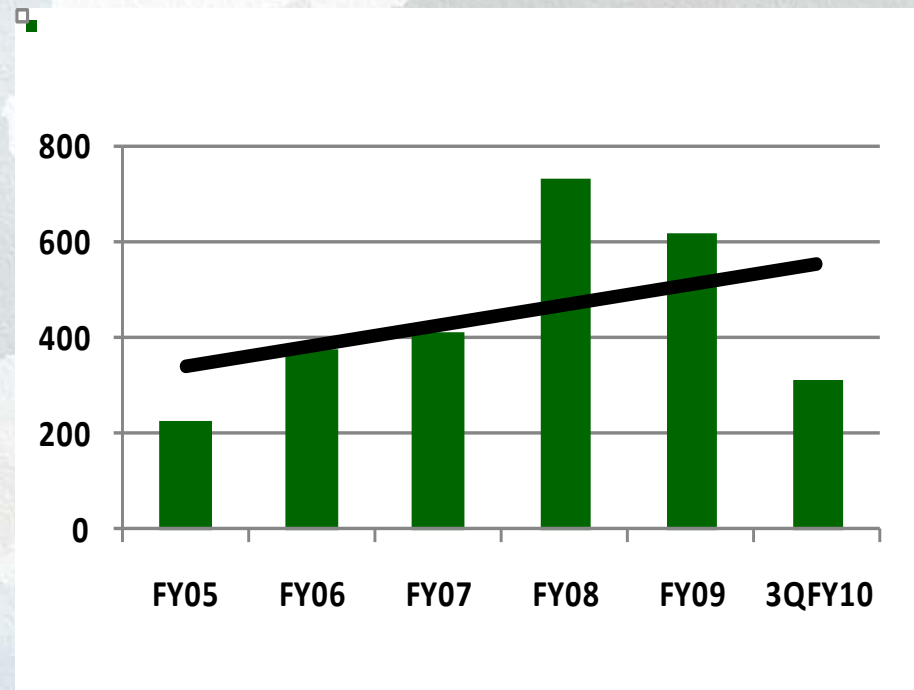
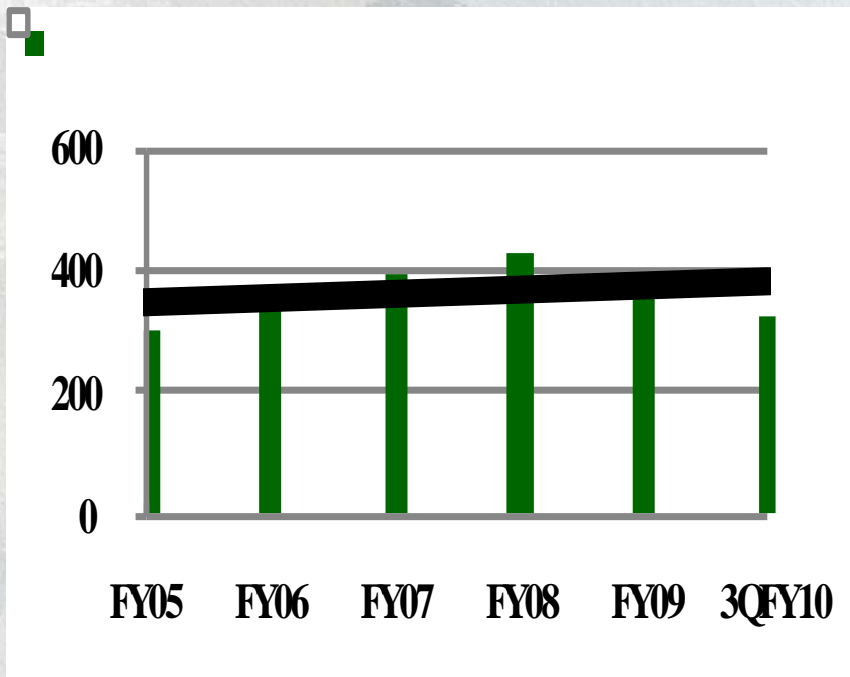


Benefits to Partner

- ❖ Access to advanced-technology equipment and facilities
- ❖ Potential use of hard-to-receive hazardous waste permits
- ❖ Leverage long-term use agreements
- ❖ Reduced capital investment and overhead costs
- ❖ Leverage:
 - ✓ ISO-certified facilities
 - ✓ OSHA-compliant facilities
 - ✓ Lean-Six Sigma processes
- ❖ Access to diversified, deployable, and skilled workforce
- ❖ Secured locations



Partnerships are Big Business



Sample of Industry Partners

- **Aerometals**
- ATK
- AM General Corporation
- **Amtec Corporation**
- BAE Systems
- The Boeing Company
- CACI International, Incorporated
- DRS TAMSCO Manufacturing
- General Dynamics Corporation
- Gradient Technologies Inc

- **Highland Engineering/PD Systems**
- Honeywell International, Inc.
- Lockheed Martin
- **Lindsey & Osborne**
- Northrop Grumman
- Raytheon Systems
- Rockwell Collins
- **Safety Management Services**
- Sikorsky Aircraft
- **Sivyer Steel Corporation**

PLUS Many More...

■ = Small Business



Challenge

How can we enhance partnership opportunities to leverage the strengths of small business, industry, and AMC's capabilities?



AMC Partnership POC

Ruby Price

HQAMC-FWD/AMCLG-IB

Ph: 256-842-0258

Email: Partnerships@us.army.mil

Mail: Headquarters, U.S. Army Materiel Command - Forward

ATTN: AMCLG-IB (Ms. Price)

7612 Cardinal Road Redstone Arsenal, AL 35898-5000

AMC Partnership Opportunities Web Site:

<http://www.amc.army.mil/pa/PartnershipOpportunities.asp>

Alan Lee

HQAMC-FWD/AMCLG-IB

Ph: 256-450-9164

Email: Partnerships@us.army.mil



Tips & Opportunities for Small Businesses

*AMC Annual SB Conference
McLean Hilton*

George Mason University

Procurement Technical Assistance Program

November 18, 2010



Mason Enterprise Center

at the SCHOOL OF PUBLIC POLICY

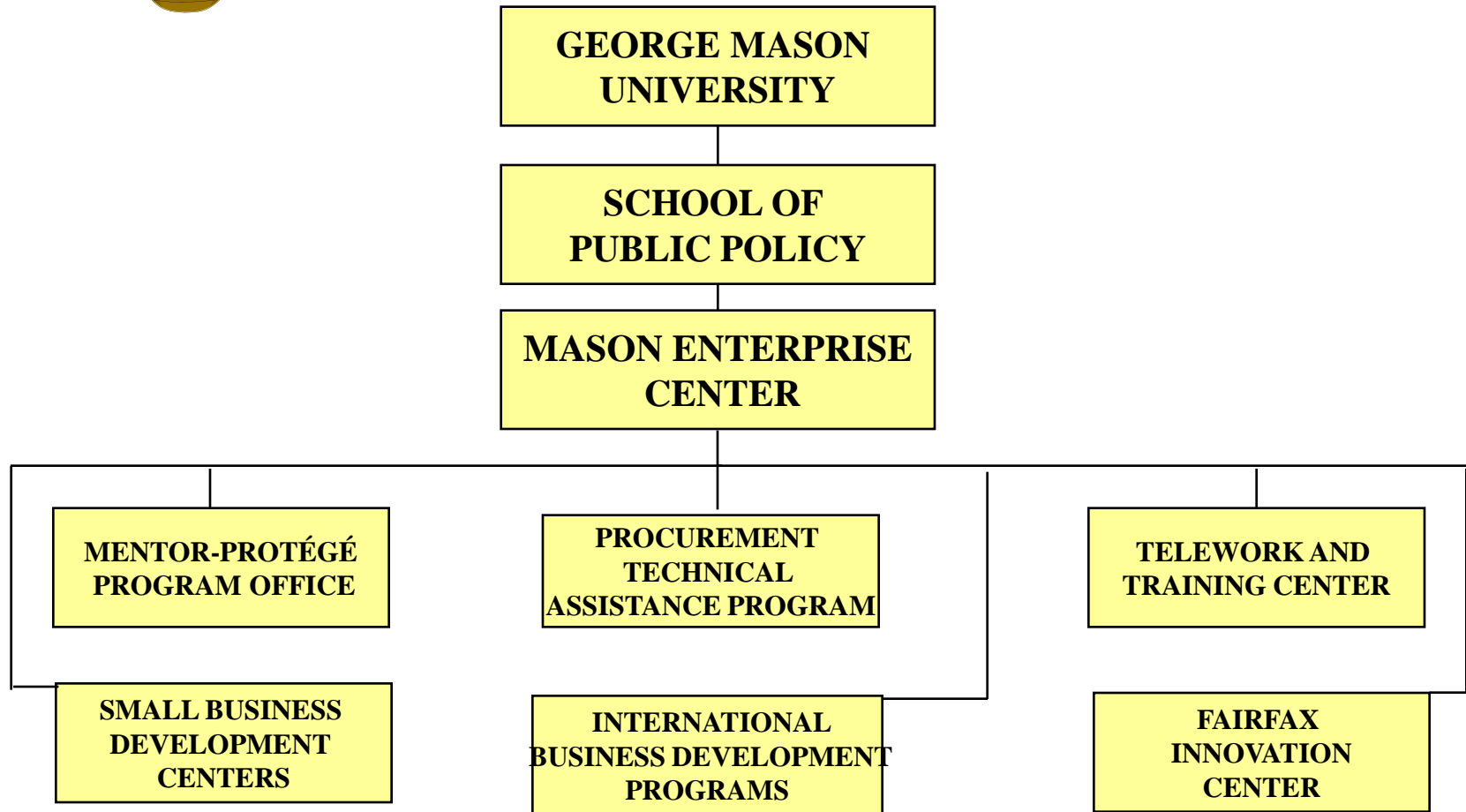


PTAP Background

PTAP

- Defense Logistics Agency SCAA
- Began mid 80's - PTAP early 90's
- Originally DoD oriented
- Mid 90's extended to other Federal
- Now includes State and Local
- One stop shop - pre and post award

THE MASON ENTERPRISE CENTER



Procurement Technical Assistance Program

<http://www.VAPTAP.org>



The screenshot shows the homepage of the Virginia Procurement Technical Assistance Program. At the top left is the George Mason University logo. In the center is the program title "VIRGINIA PROCUREMENT TECHNICAL ASSISTANCE PROGRAM". To the right is the Virginia State Seal. Below the title is a yellow banner with the text "WELCOME TO THE NEW VIRGINIA STATE-WIDE PTAP". A navigation bar contains links: "Our Mission", "Our Services", "VA PTAP Events Calendar", "Find Your PTAC", and "Contact VA PTAP". The main content area features a large graphic of the state of Virginia filled with various images representing different sectors: a bridge, a factory, a ship, a plane, a soldier, a statue, and a landscape. Text on the left describes the program as a non-profit funded by the Defense Logistics Agency, George Mason University, and the Center for Innovative Technology. It lists co-located centers in Fairfax, VA, and satellite centers in Charlottesville and Newport News. A bottom section titled "Virginia PTAP Satellite Offices" shows logos for Central VA, Northern VA, and Hampton VA PTACs, along with "Other Regional PTAC's" including CRATER. A note mentions photos provided by the Virginia Tourism Corporation. The page is dated "Last Updated: May 31, 2006".

GEORGE MASON UNIVERSITY

VIRGINIA PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

WELCOME TO THE NEW VIRGINIA STATE-WIDE PTAP

Our Mission | Our Services | VA PTAP Events Calendar | Find Your PTAC | Contact VA PTAP

The Virginia statewide PTAP at George Mason University's School of Public Policy Mason Enterprise Center is a non-profit program funded by the Defense Logistics Agency, George Mason University and the Center for Innovative Technology.

Co-located in the City of Fairfax, VA with the Northern Virginia Procurement Technical Assistance Center, the VA PTAP manages two additional satellite procurement centers in the Commonwealth. They are the Central Virginia PTAC at Charlottesville, and the Hampton Roads PTAC at Newport News.

All centers provide services that help business do business with government at the Federal, State, and Local level.

Virginia PTAP Satellite Offices

Other Regional PTAC's

Last Updated: May 31, 2006

Some photos provided by the Virginia Tourism Corporation

Central VA PTAC **Northern VA PTAC** **Hampton VA PTAC**

CRATER Procurement Assistance Center

Commonwealth of Virginia PTAC's



- State-wide Program- George Mason University
 - Northern Virginia - City of Fairfax
 - Central Virginia - Charlottesville
 - Hampton Roads – Newport News
- Other Virginia Regional PTAC's
 - Southwest VA Comm. College – Richlands
 - Crater Procurement Assistance Center - Petersburg

PTAC Services



- Outreach
 - Seminars & Conferences (sponsor and participant)
 - Associations (networking and participation)
- Education
- Counseling

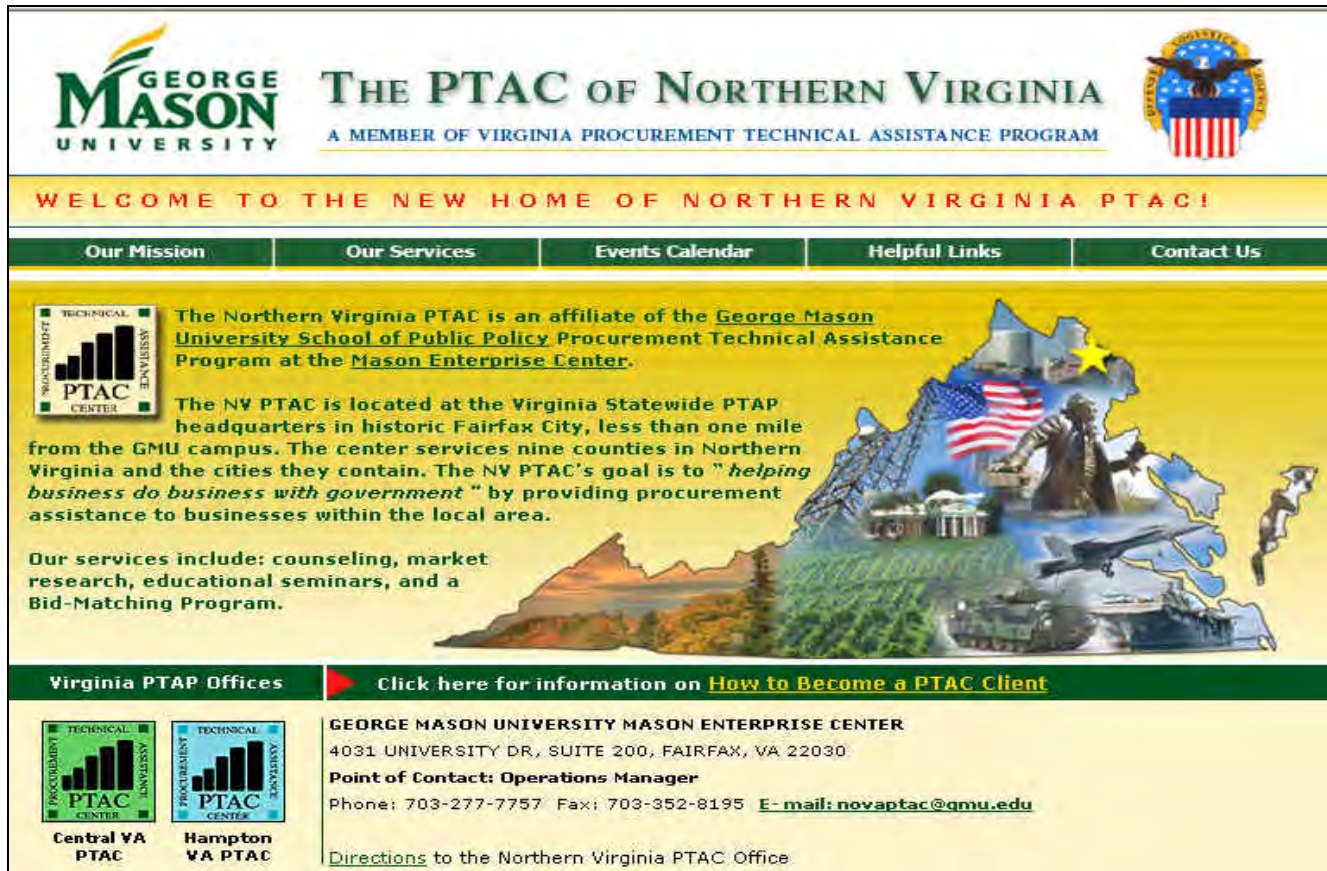

PTAC Services (Cont'd)



- Marketing
 - Research
 - Strategic partnering
 - Mentor-Protégé
- Teaming & Joint Venture Networking
- Proposal Development Assistance
- Bid Matching System
- Reference Library

Northern Virginia PTAC Center

<http://www.novaptac.org>



The screenshot shows the homepage of the Northern Virginia PTAC Center. At the top, the George Mason University logo is on the left, and the text "THE PTAC OF NORTHERN VIRGINIA" is in the center, with "A MEMBER OF VIRGINIA PROCUREMENT TECHNICAL ASSISTANCE PROGRAM" below it. To the right is the Virginia State Seal. Below this is a yellow banner with the text "WELCOME TO THE NEW HOME OF NORTHERN VIRGINIA PTAC!". A green navigation bar contains links: "Our Mission", "Our Services", "Events Calendar", "Helpful Links", and "Contact Us". The main content area has a yellow background. On the left is a small PTAC logo. The text describes the PTAC as an affiliate of the George Mason University School of Public Policy, located at the Mason Enterprise Center. It mentions the center's location in Fairfax City and its goal of helping businesses do business with government. A list of services is provided: counseling, market research, educational seminars, and a Bid-Matching Program. On the right is a large, colorful illustration of a map of Northern Virginia with various landmarks and symbols. At the bottom, a green bar contains the text "Virginia PTAP Offices" and a link "Click here for information on How to Become a PTAC Client". Below this, there are two PTAC logos for "Central VA PTAC" and "Hampton VA PTAC". To the right of these logos, contact information for the George Mason University Mason Enterprise Center is provided, including the address, phone, fax, and email.

GEORGE MASON UNIVERSITY
THE PTAC OF NORTHERN VIRGINIA
A MEMBER OF VIRGINIA PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

WELCOME TO THE NEW HOME OF NORTHERN VIRGINIA PTAC!

Our Mission **Our Services** **Events Calendar** **Helpful Links** **Contact Us**

The Northern Virginia PTAC is an affiliate of the George Mason University School of Public Policy Procurement Technical Assistance Program at the Mason Enterprise Center.

The NV PTAC is located at the Virginia Statewide PTAP headquarters in historic Fairfax City, less than one mile from the GMU campus. The center services nine counties in Northern Virginia and the cities they contain. The NV PTAC's goal is to "helping business do business with government" by providing procurement assistance to businesses within the local area.

Our services include: counseling, market research, educational seminars, and a Bid-Matching Program.

Virginia PTAP Offices [Click here for information on How to Become a PTAC Client](#)

Central VA PTAC **Hampton VA PTAC**

GEORGE MASON UNIVERSITY MASON ENTERPRISE CENTER
4031 UNIVERSITY DR., SUITE 200, FAIRFAX, VA 22030
Point of Contact: Operations Manager
Phone: 703-277-7757 Fax: 703-352-8195 E-mail: novaptac@gmu.edu
[Directions](#) to the Northern Virginia PTAC Office

Other PTAC's

<http://www.dla.mil/db/procurem.htm>

Bookmarks Location: <http://www.dla.mil/db/procurem.htm>

DEPARTMENT OF DEFENSE

Procurement Technical Assistance Centers




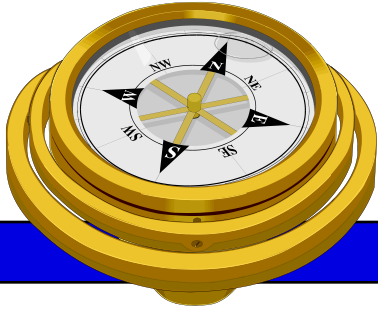
The Defense Logistics Agency, on behalf of the Secretary of Defense, administers the DoD Procurement Technical Assistance Program (PTAP). PTA Centers are a local resource available that can provide assistance to business firms in marketing products and services to the Federal, state and local governments.

CURRENT LISTING OF PROCUREMENT TECHNICAL ASSISTANCE CENTERS

ALABAMA	ALASKA	ARIZONA	ARKANSAS	CALIFORNIA
COLORADO	CONNECTICUT	DELAWARE	DISTRICT OF COLUMBIA	FLORIDA
GEORGIA	HAWAII	IDAHO	ILLINOIS	INDIANA

Why Do Business With Federal Government

- 
- \$438+ Billion + in contracts FY2009
 - Purchases all types of goods and services
 - Information Technology
 - Food, clothing, medical supplies
 - Vehicles, parts and service
 - Professional Services
 - » Language, translation, interpreters, writers, editors
 - » Lawyers, doctors, accountants, analysts
 - Other services, like:
 - » Labor services (arborists, landscapers, maintenance)
 - » Construction
 - » Child care, animal trainers/caretakers
 - Public Information
 - Payment sure in accord with contract

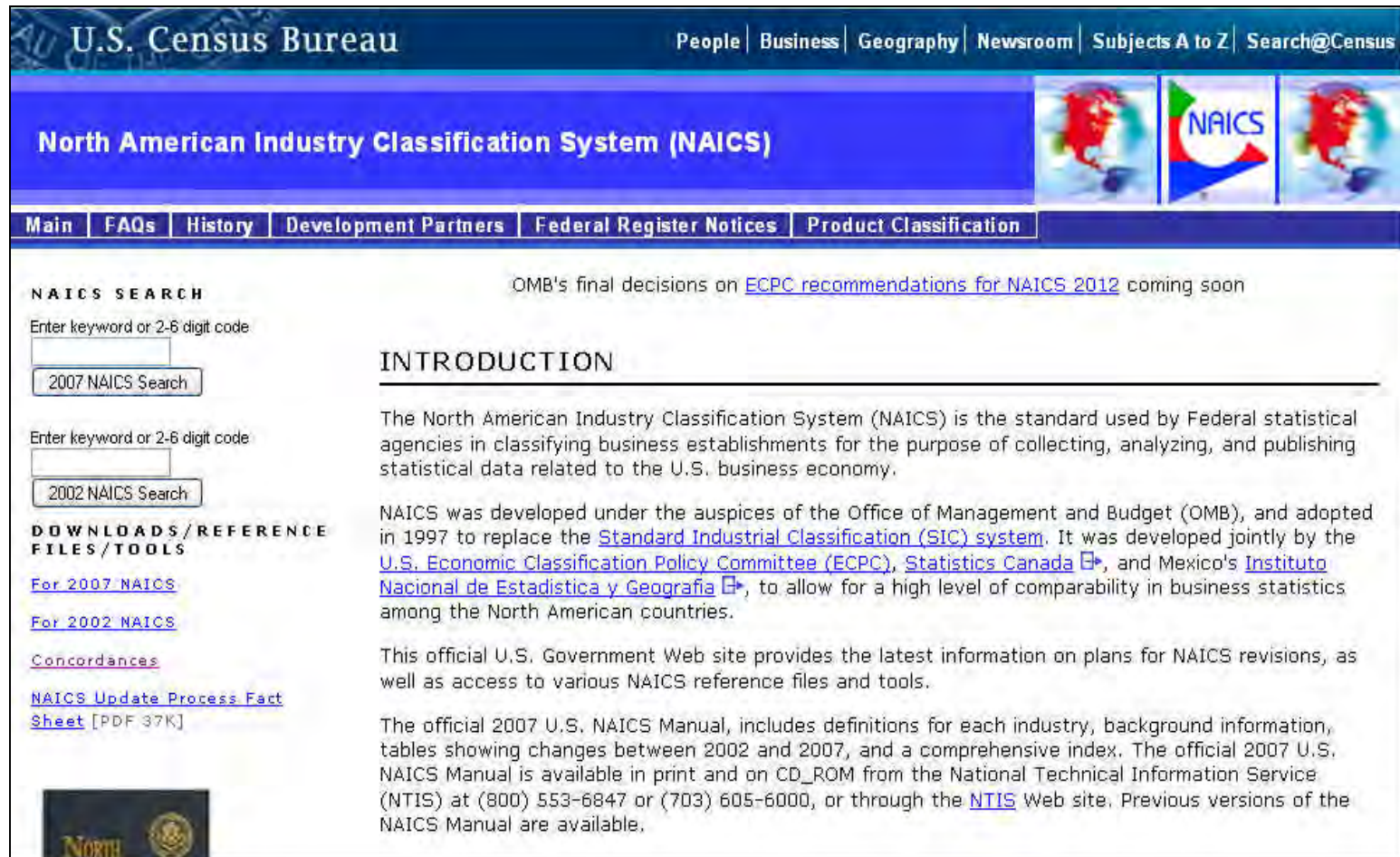


How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ❑ Register
- ❑ Determine who buys your goods or services
- ❑ Familiarize yourself with government contracting procedures.
- ❑ Seek additional assistance as needed.
- ❑ Explore subcontracting/teaming opportunities
- ❑ ***Focus*** and Market your firm

North American Industry Classification System

<http://www.census.gov/epcd/www/naics.html>



U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

North American Industry Classification System (NAICS)

Main | FAQs | History | Development Partners | Federal Register Notices | Product Classification

OMB's final decisions on [ECPC recommendations for NAICS 2012](#) coming soon

NAICS SEARCH

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

DOWNLOADS / REFERENCE FILES / TOOLS

[For 2007 NAICS](#)

[For 2002 NAICS](#)

[Concordances](#)

[NAICS Update Process Fact Sheet](#) [PDF 37K]

INTRODUCTION

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

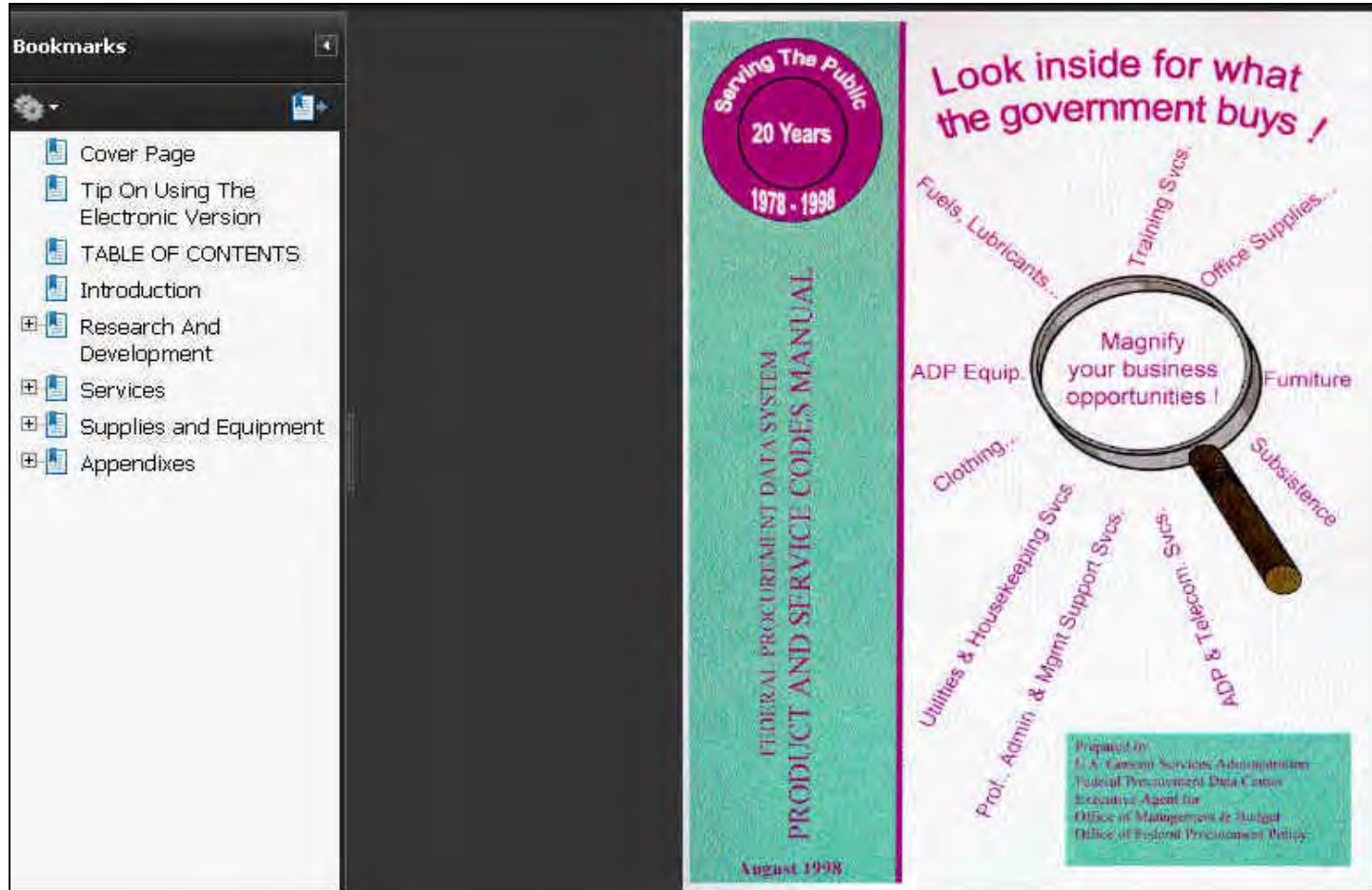
NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

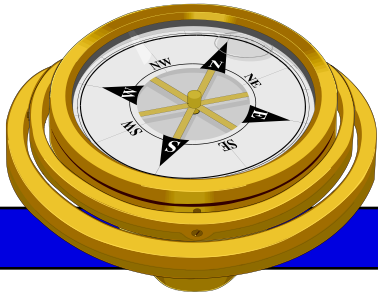
This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.

The official 2007 U.S. NAICS Manual, includes definitions for each industry, background information, tables showing changes between 2002 and 2007, and a comprehensive index. The official 2007 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847 or (703) 605-6000, or through the [NTIS](#) Web site. Previous versions of the NAICS Manual are available.

Product Supply Codes

https://www.acquisition.gov/service_product_codes.pdf





How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ❑ Determine who buys your goods or services
- ❑ Familiarize yourself with government contracting procedures.
- ❑ Seek additional assistance as needed.
- ❑ Explore subcontracting/teaming opportunities
- ❑ **Focus** and Market your firm

Central Contractor Registration

<http://www.ccr.gov/>

The screenshot shows the Central Contractor Registration (CCR) website. At the top, there is a blue header with the text "Central Contractor Registration" and a background image of the American flag. Below the header is a navigation bar with links: "CCR Home", "CCR Search", "Federal Agency Registration", "News", "Release Notes", "Request Data Access", and "Help". A secondary navigation bar includes "Contractors", "Grantees", "International Registrants", "Small Businesses", "Security Notes", and "600,037 Active Registrants".

On the left side, there is a "Quick Links" section with links to "Dynamic Small Business Search", "ORCA", "SBA", "Request DUNS Number", and "Federal Business Opportunities". There is also an accessibility icon (a person in a wheelchair).

The main content area is divided into two columns. The left column contains a "Log in to CCR" section with fields for "User ID:" and "Password:", a "Log In" button, and links for "Forgot User ID" and "Forgot Password". Below this is a "Create New Registration" section with a "Start New Registration" button and links for "What You Need to Register" and "International Registrants".

The right column contains a "Top Frequently Asked Questions" section with a search bar.

Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm

The screenshot shows the DSBS website interface. At the top, there is a navigation bar with the SBA logo and buttons for Print, Exit, Help, DSBS, and Quick Market Search. Below this is a green banner with the text "Welcome to the Dynamic Small Business Search" and a note that all search form hotlinks open a new browser window. A red starburst icon highlights a "NEW MARKETING FEATURE FOR CONTRACTING OFFICERS" section, which instructs users to use the "Quick Market Search" button. A disclaimer in red text states that the SBA does not make any representation as to the accuracy of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The main section is titled "Location of Firm:" and contains several input fields: "State(s)" with a dropdown menu (showing "any state" and a list of states), "Congressional District" with a text input field, "County" with a dropdown menu and a "Lookup" button, "Area Code or Phone Number Initial Fragment" (1 to 12 characters), "Metropolitan Statistical Area" (4-digit numeric), "SBA Servicing Office" (4-digit numeric), and "Zip Code or Zip Code Initial Fragment" (1 to 5 numeric digits).

U.S. Small Business Administration
SBA
Your Small Business Resource

Print Exit Help
DSBS Quick Market Search

DSBS Welcome to the Dynamic Small Business Search All search form hotlinks open a new browser window.

NEW NEW MARKETING FEATURE FOR CONTRACTING OFFICERS:
Use the "Quick Market Search" button above to go to the **Quick Market Search**

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

Location of Firm:
State(s):
(How to make multiple selections.)
(any state)
AL - Alabama
AK - Alaska
AA - American Atlantic (APO/FPO)
AE - American Europe (APO/FPO)
AP - American Pacific (APO/FPO)
AS - American Samoa
AZ - Arizona
AR - Arkansas
CA - California

Congressional District:
(Requires exactly one state from the list at left.)
2-digit numeric (leading 0 if 1 digit),
or AL for At Large

County: Select 1 State, then press Lookup

Area Code or Phone Number Initial Fragment, (1 to 12 characters, 999-999-9999 format)
 Metropolitan Statistical Area (4-digit numeric, leading 0's if fewer digits)
 SBA Servicing Office (4-digit numeric, leading 0's if fewer digits)
 Zip Code or Zip Code Initial Fragment (1 to 5 numeric digits)

On-line Reps and Certs Application – ORCA - <http://www.bpn.gov/>



BPN.Gov
Business Partner Network

Welcome to BPN.Gov

The Business Partner Network (BPN) is the single source for vendor data for the Federal Government. The BPN is a search mechanism that provides unprecedented views into several key data bases across Federal Agencies.

BPN News

CCR Release 4.10.2 Implemented

CCR Changes Notice: Wednesday, **July 28, 2010** the Central Contractor Registration (CCR) system installed their latest release.

These most recent changes are documented on-line to fill you in on the details at [Release Notes](#).

[\[See Full Story\]](#)

MANDATORY REPORTING FOR RECOVERY ACT CONTRACTORS

ATTENTION: This message is for contractors awarded Federal contracts funded by the American Recovery and Reinvestment Act of 2009 i.e. the recovery Act

Central Contractor Registration (CCR)

Federal Agency Registration (FedReg)

IUID
Item Unique Identification Registry (IUID)


ORCA
Online Representations and Certifications Application (ORCA)



How To Get Started?

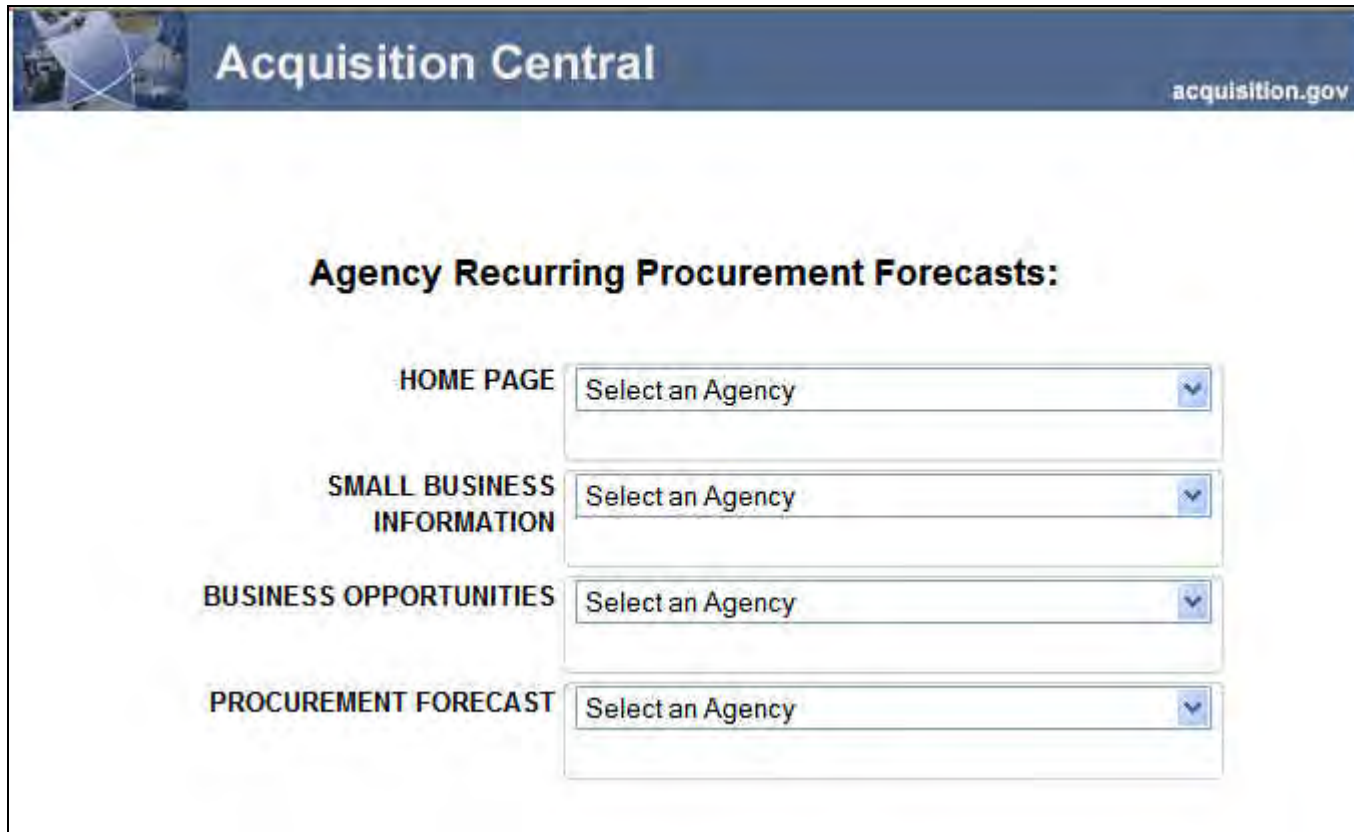
- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ✓ Determine who buys your goods or services
- ❑ Familiarize yourself with government contracting procedures.
- ❑ Seek additional assistance as needed.
- ❑ Explore subcontracting/teaming opportunities
- ❑ ***Focus*** and Market your firm

Some Federal Information Sources

- 
- Agency Forecasts -
 - www.acquisition.gov/comp/procurement_forecasts/index.html
 - Federal Agency Budget Overviews
 - Current & historical budget information
 - www.gpoaccess.gov/usbudget
 - [/www.whitehouse.gov/omb/budget](http://www.whitehouse.gov/omb/budget)
 - GAO Reports/Studies –
 - www.GAO.gov
 - U.S. Congress:
 - thomas.loc.gov (Library of Congress)

Agency Forecasts

acquisition.gov/comp/procurement_forecasts/index.html



The screenshot shows the 'Acquisition Central' website header with the URL 'acquisition.gov'. Below the header, the main content area is titled 'Agency Recurring Procurement Forecasts:'. Under this title, there are four rows of links, each with a dropdown menu to select an agency:

Link	Agency Selection
HOME PAGE	Select an Agency
SMALL BUSINESS INFORMATION	Select an Agency
BUSINESS OPPORTUNITIES	Select an Agency
PROCUREMENT FORECAST	Select an Agency

USA Spending

www.usaspending.gov /

An Official Web Site of the United States Government

Friday, November 12, 2010 Text A⁺ A⁻ A

[Home](#) [Summaries](#) [Trends](#) [Data Feeds](#) [Opportunities](#) [FAQs](#) [Sub-award Documents](#) [News](#) [Feedback](#) [Help](#) [SHARE](#) [f](#) [t](#) [e](#) [...](#)

USA SPENDING  **.GOV**
Government spending at your fingertips

[Prime Award Advanced Search](#) [Sub-award Advanced Search](#)

Popular Requests

- > Gulf Oil Spill Contracts
- > Construction Contracts
- > Housing Assistance
- > Student Assistance
- > Research and Development Contracts

Spending Trends




What's new

Find out what [new features](#) have been recently added to the site.

To [sign up for updates](#) or to access your subscriber preferences, please submit your email

email

 Sub-recipient (grants sub-

FedBizOpps

<http://www.FBO.gov/>

The screenshot shows the FedBizOpps.gov website. At the top, there's a header with the site name and logos for IAE, E-GoV, and USA.gov. Below this is a navigation bar with links: Home, Getting Started, General Info, Opportunities, Agencies, and Privacy. The main content area features a search bar with the text "Search more than 28,800* active federal opportunities." and various filters like "Posted Date" (Last 90 Days), "Set-Aside Code" (Any), "Place of Performance" (Any State or Territory), "Type" (Any), "Keyword / Solicitation #", and "Agency". A "Search" button is present. To the right, there's a "RECOVERY" section with buttons for "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS", and links for "FBO RECOVERY REPORTS". At the bottom, there are two columns: "Buyers / Engineers" and "Vendors / Citizens", each with a login form and a link to view opportunities. The footer includes a note about using Adobe Acrobat Reader for PDF files.

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **28,800*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Search Additional criteria and multiple selections are available on the [advanced search form](#).
* Notices posted within the last 90 days.

RECOVERY
FBO now contains Recovery and Reinvestment Act actions.
SEARCH RECOVERY OPPORTUNITIES
SEARCH RECOVERY AWARDS

FBO RECOVERY REPORTS
Click here for [Opportunities](#)
Click here for [Awards](#)
Click [here](#) to learn more.








USER GUIDES
Buyer
Vendor
Engineer
Location / Agency Admin
Use [Adobe Acrobat Reader](#) to view files in PDF format.

Buyers / Engineers
Government users may post, manage, and award opportunities.
Username: Password: [View Opportunities](#)
No login is required to view opportunities.

Vendors / Citizens
Vendors and citizens may search, monitor, and retrieve opportunities.
Username: Password: [Find Opportunities](#)
No login is required to view opportunities.

Federal Procurement Data System - NG

<https://www.fpds.gov>

		
 Log In	 What's New	 Top Requests
Log-In: <input type="text"/> Password: <input type="password"/> <input type="button" value="Log In"/> Forgot Your Password? Security and Privacy About FPDS-NG Contact Help Desk	New government wide standard reports and improved adhoc reporting is now available. New Interagency Contract Directory New FPDS-NG enhanced reporting capability! GCE unveils new 'ezSearch' Tool For more information on reports and other new items please click here. DoD Data Availability For more information on using and importing the XML data archives please click here. To read this month's FPDS-NG Information Center newsletter, click here. FPDS-NG User's Manual	Current top requests: Hurricane Katrina Contracts Hurricane Rita Contracts Other Hurricane/Disaster Relief Trending Analysis Report for the Last 5 Years FPDS-NG Transaction and User Statistics Performance Based Statistics Top 100 Federal Contractors Report FY 2006
 Registration	 Important Links	 Reports
Welcome to the new Federal Procurement Data System (FPDS). If you have not already registered, please do so by clicking the link below. If you are a registered FPDS user, login using the fields provided in the Login section. Not Registered? Register Who Should Register?	FPDS-NG FAQs IAE FAQs List of Agencies Submitting Data to FPDS-NG Find Current Business Opportunities Small Business Services Business Partner Network Register as a Potential Contractor Past Performance Information Retrieval System Federal Technical Data System Official Website for eGov Initiatives FPDS-NG Project Site Interagency Contract Directory	The following FPDS reports are available now for download: Small Business Goaling Report FAQs Small Business Goaling Report FY 2007 Small Business Goaling Report FY 2006 Small Business Goaling Report FY 2005 Small Business Goaling Report FY 2004 Federal Procurement Report FY 2006 Federal Procurement Report FY 2005 Federal Procurement Report FY 2004 Federal Procurement Report FY 2003 Federal Procurement Report FY 2002 Federal Procurement Report FY 2001 Federal Procurement Report FY 2000 Federal Procurement Report FY 1981-1999

* *Use Internet Explorer or Netscape 7.0*

Partial FY 2009 SB Goaling Report

Small Business Goaling Report Fiscal Year 2009

This report displays the dollars, actions, and percentages for small business contracts. The goaling exclusions apply to this report. This report is run by funding agency.

Funding Department	Total Small Business Eligible Actions	Total Small Business Eligible Dollars	Small Business Actions	Small Business Dollars	Small Business Percentage
DEPT OF DEFENSE (9700)	1,943,259	\$302,376,720,694.07	1,006,530	\$63,894,421,489.22	21.1307%
ENERGY, DEPARTMENT OF (8900)	14,719	\$30,991,236,273.52	8,612	\$1,958,613,802.53	6.3199%
HEALTH AND HUMAN SERVICES, DEPARTMENT OF (7500)	68,834	\$18,797,114,212.74	32,405	\$3,203,986,163.79	17.0451%
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (8000)	32,049	\$14,640,440,447.23	16,189	\$2,207,984,204.43	15.0814%
VETERANS AFFAIRS, DEPARTMENT OF (3600)	230,253	\$14,545,213,660.26	107,599	\$5,082,361,808.30	34.9418%
HOMELAND SECURITY, DEPARTMENT OF (7000)	88,613	\$14,439,866,558.01	50,916	\$4,675,972,262.27	32.3824%
JUSTICE, DEPARTMENT OF (1500)	133,170	\$7,673,618,840.49	78,736	\$1,883,169,782.88	24.5408%
GENERAL SERVICES ADMINISTRATION (4700)	324,142	\$7,399,179,916.70	134,559	\$2,001,095,056.95	27.0448%
AGRICULTURE, DEPARTMENT OF (1200)	69,832	\$5,320,964,579.72	53,556	\$2,803,295,018.38	52.6840%
COMMERCE, DEPARTMENT OF (1300)	26,559	\$3,340,528,144.21	16,009	\$1,221,849,629.18	36.5765%
STATE, DEPARTMENT OF (1900)	27,134	\$3,002,970,951.57	12,081	\$1,019,346,220.54	33.9446%
INTERIOR, DEPARTMENT OF THE (1400)	77,294	\$2,923,876,892.02	48,566	\$1,644,499,414.84	56.2438%
TREASURY, DEPARTMENT OF THE (2000)	26,309	\$2,156,756,549.52	13,415	\$576,131,089.97	26.7128%
ENVIRONMENTAL PROTECTION AGENCY (6800)	22,602	\$2,007,454,883.88	10,937	\$949,912,027.33	47.3192%
LABOR, DEPARTMENT OF (1600)	9,110	\$1,955,603,837.12	4,361	\$717,538,881.70	36.6914%
TRANSPORTATION, DEPARTMENT OF (6900)	12,954	\$1,929,487,873.69	6,031	\$750,775,386.17	38.9106%
OFFICE OF PERSONNEL MANAGEMENT (2400)	15,357	\$1,605,384,409.54	4,789	\$224,383,125.22	13.9769%
EDUCATION, DEPARTMENT OF (9100)	3,448	\$1,484,619,869.95	1,536	\$243,504,632.58	16.4018%
SOCIAL SECURITY ADMINISTRATION (2800)	9,838	\$1,241,065,946.12	5,971	\$402,976,155.78	32.4702%
AGENCY FOR INTERNATIONAL DEVELOPMENT (7200)	1,450	\$1,037,226,638.39	509	\$89,868,273.99	8.6643%

Federal Acquisition Jumpstation

<http://prod.nais.nasa.gov/pub/fedproc/home.html>

Federal Acquisition Jumpstation

Your link to federal acquisitions on the Internet

Welcome

Departments of the Executive Branch:

[Agriculture](#) / [Commerce](#) / [Defense](#) / [DLA](#) / [Air Force](#) / [Army](#) / [Navy](#) / [Education](#) / [Energy](#) / [Health & Human Services](#) / [Homeland Security](#) / [HUD](#) / [Interior](#) / [Justice](#) / [Labor](#) / [State](#) / [Transportation](#) / [Treasury](#) / [VA](#)

Independent Agencies of the Executive Branch:

[Consumer Product Safety Commission](#) / [GPO](#) / [EPA](#) / [FCC](#) / [GSA](#) / [NASA](#) / [National Science Foundation](#) / [NTSB](#) / [NRC](#) / [OPM](#) / [Social Security Administration](#) / [U.S. Agency for International Development \(USAID\)](#) / [U.S. Postal Service](#)

Other Acquisition Information:

[Procurement Assistance](#)

Procurement and Acquisition Sites by Contracting Activity

[FedBizOpps](#) - Federal-wide entry point to business opportunities

[Grants.gov](#) - Grants.gov is your source to FIND and APPLY for federal grants.

[Federal Funding Accountability and Transparency Act Subaward Reporting System \(FSRS\)](#)

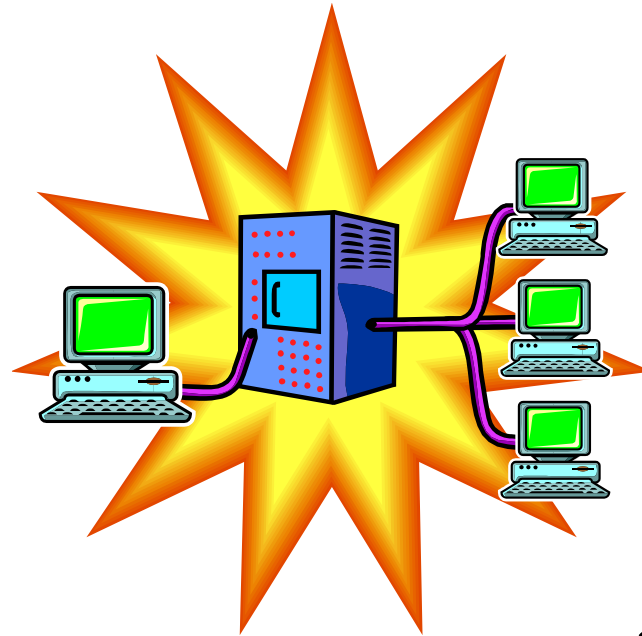


How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ✓ Determine who buys your goods or services
- ✓ Familiarize yourself with government contracting procedures.
- Seek additional assistance as needed.
- Explore subcontracting/teaming opportunities
- **Focus** and Market your firm

Federal Purchase Thresholds

- Greater than \$150,000
- Simplified Acquisition Threshold \$150,000
- Small Purchase Threshold < \$25,000



- Micro-purchase < \$3000



Federal Acquisition Regulations

Acquisition Central acquisition.gov

Federal Acquisition Regulation (FAR)

FAR Reissue 2005 - PDF VOL 1
(For Printing Purposes Only)

FAR Reissue 2005 - PDF VOL 2
(For Printing Purposes Only)

All PDF Files Require [Adobe Acrobat 7.0](#)

Current FAR

Includes Amendments from FAC 2005-13
Effective on September 28, 2006

- HTML Format
- PDF Format
- FrameMaker - Zipped
- FAR Matrix - HTML
- FAR Matrix - PDF
- FAR Index - PDF
- Appendix

FAR Documents

FAR Reference

- FAR (Archived) - HTML
- FAR (Archived) - PDF
- GSA Forms Library
- FAR - Zipped
- Search the FAR

Other Information

- Subscribe to Acquisition News
- Frequently Asked Questions
- Authority of the FAR
- FAR Drafting Guide

Some Important FAR Parts

- 
- **-Part 12 – Acquisition of Commercial Items**
 - **-Part 13 – Simplified Acquisition Procedures**
 - **-Part 14 – Sealed Bidding**
 - **-Part 15 – Contracting by Negotiation**
 - **-Part 16 – Types of Contracts**
 - **-Part 19 – Small Business Programs**

Acquisition Central

<https://www.acquisition.gov>

The screenshot displays the ACQUISITION CENTRAL website. At the top, the title "ACQUISITION CENTRAL" is prominently displayed in a large, bold, blue font. Below the title, a navigation bar contains several links: "About IAE", "Acquisition Systems", "News Room", "For Buyers", "For Sellers", "For Citizens", "Acquisition Workforce", and "AcqNet". To the right of the navigation bar is a search box with the text "Search" and a button labeled "Advanced Search".

On the left side of the page, there is a sidebar with the heading "Acquisition Systems". Below this heading, a list of systems is provided, including: "AbilityOne", "Catalog for Federal Domestic Assistance (CFDA)", "Central Contractor Registration (CCR)", "Excluded Parties List System (EPLS)", "Electronic Subcontracting Reporting System (eSRS)", "Federal Business Opportunities (FBO)", "Federal Agency Registration (FedReg)", "Federal Procurement Data System (FPDS)", "Financial Management Service (FMS)", "Treasury Offset Program (TOP)", "FATA Subaward Reporting System (FSRS)", "Online Representations and Certifications Application (ORCA)", "Fast Performance Information Retrieval System (FPIRS)", and "Small Business Administration (SBA)".

The main content area of the page features the heading "ACQUISITION CENTRAL" in a large, bold, blue font. Below this heading, a section titled "Emergency Contracting Information" is visible. The text in this section reads: "Welcome to ACQUISITION CENTRAL, the web site for the federal acquisition community and the government's business partners. From this site you can access shared systems and tools to help you conduct business efficiently. ACQUISITION CENTRAL is hosted by IAE (Integrated Acquisition Environment), the E-Gov Initiative that is streamlining the federal acquisition process. Acquisition Central is here to help every member of the acquisition community by providing one website for all things acquisition. From here you can learn about regulations, systems, resources, opportunities, and training. This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if you have found the website useful or to offer comments on how utility can be improved."

At the bottom of the main content area, there is a logo for "SAM" (System for Award Management). The logo consists of a stylized American flag graphic to the left of the letters "SAM", with the text "SYSTEM FOR AWARD MANAGEMENT" underneath.

On the right side of the page, there is a sidebar titled "Quicklinks". This sidebar contains a list of links, including: "Federal Acquisition Regulation (FAR)", "Acquisition Advisory Panel (SARA Panel)", "Acquisition Center of Excellence (ACE) for Services", "Agency Supplemental Regs", "Civilian Agency Acquisition Council (CAAC)", "Code of Federal Regulations", "Federal Register", "General Services Acquisition Manual (GSAM)", "IDA Ustad Award", "Multiple Award Schedules Advisory Panel (MASAP)", "FPDS-IIG Newsletters", "Office of Federal Procurement Policy (OFPP)", "Regulations.gov", "7 Steps to Performance Based Services Acquisition Guide", "NAICS (North American Industry Classification System)", "Product Service Code Manual", and "Federal Agency Procurement".

Some Items of Note

SAM & <https://www.fsrs.gov/>



Federal Funding Accountability and Transparency Act Subaward Reporting System (FSRS)

Log-In or Register Now:

FEDERAL GOVERNMENT **AWARDEES**

Please use Internet Explorer 6.0+, Mozilla Firefox 2.0+, or Apple Safari 3.0+ to access FSRS.

About FSRS **FAQs**

About FSRS

The Federal Funding Accountability and Transparency Act (FFATA) was signed on September 26, 2006. The intent is to empower every American with the ability to hold the government accountable for each spending decision. The end result is to reduce wasteful spending in the government. The FFATA legislation requires information on federal awards (federal financial assistance and expenditures) be made available to the public via a single, searchable website, which is www.USASpending.gov.

Documents

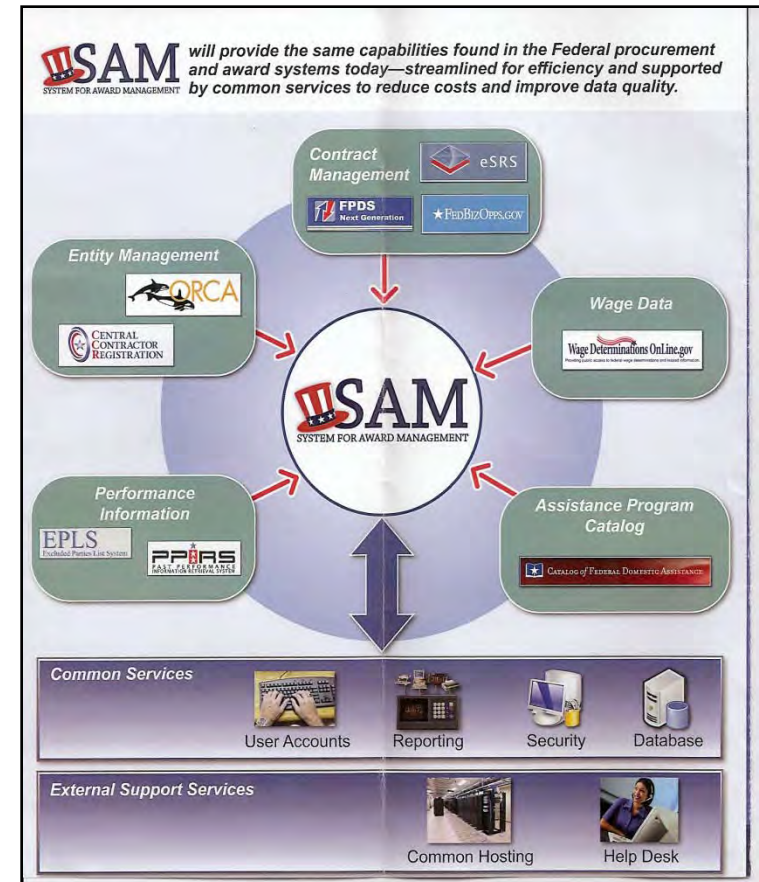
User Guides
» [FSRS Awardee Guide](#)

Training Materials
» [FSRS Awardee User Demonstration](#)

News

Question of the Month:
Who is required to file a FFATA report in FSRS? [View the answer](#)

New! As of October 29, 2010, FSRS.gov now supports both contracts and grants sub-award reporting. Prime awardees, [click here](#) to register or log-in.



Defense Acquisition University

<http://www.dau.mil/>

The screenshot shows the DAU website homepage with a blue header bar. The main navigation menu includes: Home, About DAU, Student Information, Publications, Locations, Careers at DAU, iCatalog, and Defense Acquisition Portal. The left sidebar contains sections for "DAU TOP 5" (Training, Continuous Learning, Knowledge Sharing, Mission Assistance, Research), "SITE MENU" (Defense Acquisition Workforce / DACM, Alumni Information, DAU iTunesU, DAU Media Kit, Acquisition Conferences, FAQs), and "DAU CALENDAR" (Nov 2010). The main content area features a "DAU Ticker" with a "2010 USD(AT&L) Workforce Development Award Results Announced" announcement, a "Find us on Facebook" link, and three featured sections: "Apply for a Course" (listing Army, Navy & Marine Corps, Air Force), "Functional Gateways" (listing Business, Contracting/Purchasing, Facilities Engineering), and "Career-Long Learning" (listing Continuous Learning Center, Student Course Material).

DAU DEFENSE ACQUISITION UNIVERSITY
Learn. Perform. Succeed.

Home About DAU Student Information Publications Locations Careers at DAU iCatalog Defense Acquisition Portal

Enhanced by: **Google**

DAU TOP 5

- Training
- Continuous Learning
- Knowledge Sharing
- Mission Assistance
- Research

SITE MENU

- Defense Acquisition Workforce / DACM
- Alumni Information
- DAU iTunesU
- DAU Media Kit
- Acquisition Conferences
- FAQs

DAU CALENDAR

Nov 2010

Sun Mon Tue Wed Thu Fri Sat

DAU Ticker

2010 USD(AT&L) Workforce Development Award Results Announced

Dr. Ashton B. Carter, Under Secretary of the Defense for Acquisition, Technology and Logistics, has announced the results of the 2010 USD(AT&L) Workforce Development Award competition. To view the announcement and list of winners, click [here](#) to go to the Workforce Development ...

[View Details](#)

Find us on Facebook

[iCatalog](#) [Course Login](#)

Apply for a Course

- Army
- Navy & Marine Corps
- Air Force

Functional Gateways

- Business
- Contracting/Purchasing
- Facilities Engineering

Career-Long Learning

- Continuous Learning Center
- Student Course Material

Defense Logistics Agency

www.dla.mil

The screenshot shows the DLA website homepage. At the top left is the DLA seal. The main header features the text "DEFENSE LOGISTICS AGENCY" and "America's Logistics Combat Support Agency". To the right is a "DIRECTOR'S GUIDANCE 2011" badge. Below the header is a navigation bar with links: Home | News | Team DLA | Customer Resources | Business Opportunities | Careers | Directory. A date stamp "11/12/2010" and a "FOIA-Privacy" link are also present. A search bar is on the right. The left sidebar contains a green "HQ DLA Operating Status" button, a "WE ARE DLA" banner, and a section titled "DLA's 3 Areas of Focus" listing "WARFIGHTER SUPPORT ENHANCEMENT", "STEWARDSHIP EXCELLENCE", and "WORKFORCE DEVELOPMENT". Below this are social media links for Facebook, YouTube, and Twitter. The main content area is titled "DLA PORTAL" and features a large image of hands working on a mechanical component. To the right of the image is a list of links: [About DLA](#), [From the Director](#), [DLA Web Gateway](#), [DLA Today \(Mil Only and CAC Required\)](#), [No Fear Act](#), and [DLA Acronyms List](#). Below the portal section are two columns: "TEAM DLA" with links to [DLA Headquarters](#) and [DLA Document Services](#), and "NEWS CENTER" with a link to [Veterans Day event honors those who've served, sacrificed](#) dated 11/12/2010.

Army Small Business Programs

<http://www.sellingtoarmy.info>

Office of Small Business Programs
BUILDING THE FUTURE OF THE ARMY THROUGH SMALL BUSINESS

Home Business Opps Register Tools Locations Login Search

SMALL BUSINESS
SDB / 8(A)
WOMEN-OWNED
HUBZONE
VETERAN-OWNED /
SERVICE-DISABLED
SUBCONTRACTING
MENTOR-PROTÉGÉ
HBCU / MI

Policy Document Archive

Calendar of Events

Welcome
The Office of Small Business Programs, Department of the Army welcomes you. Our vision is to be an integral part of the Army team and to help small businesses and America's Army meet the challenges of this century. Our goal is to establish the Army as the premier organization for the promotion of and more from [Director Tracey Pinson...](#)

Director:
Ms. Tracey Pinson

Business Development Center

The 6th Annual National Veteran Small Business Conference & Expo
Post Conference Info

Legislative & Policy Information

2011 OSDBU Procurement Conference
30 YEARS

HIGHLIGHTS
★ Director's Message
★ Director's Biography
★ Expectations for OSDBU Directors

INFORMATION
★ Start Here: All About the Army OSBP
★ Helpful Links
★ Army Acquisition Forecasts

FEATURES
★ Army Corps of Engineers Releases Listing of New Civil Works Projects
★ Policy Document Archive
★ Frequently Asked Questions

PLAY INTRO

OSBP NEWSLETTER

ELECTRONIC BROCHURES

Army Material Command

<http://www.amc.army.mil/>

 **WWW.ARMY.MIL/AMC**
U.S. ARMY MATERIEL COMMAND

Home

About AMC

News & Information

Business Opportunities

AMC Civilian Careers

AMC Band

HQAMC BRAC

FOIA

Visitors

RSS

Podcasts



AMC's Lean Six Sigma success generates 6 awards

The U.S. Army Materiel Command garnered six of the 11 Army Lean Six Sigma Excellence Awards.**MORE**

MISSION

Vision Statement:
Providing America's Warfighters with the Decisive Edge.

Mission Statement:
Develop, deliver, and sustain materiel to ensure a dominant joint force for the U.S. and our Allies.

LEADER

The Materiel Enterprise is yielding improved support to deployed units for an Army at war. Through best practices, the Army is learning and transforming. As a consequence, we are faster, more agile and offer comprehensive equipment solution to soldier in the field. We are saving lives and improving support to units and Soldiers in the ARFORGEN process.

Related Link:
[Dunwoody Biography](#)

TOP AMC STORIES

ARDEC engineer awarded LATINA Style service award

PICATINNY ARSENAL, N.J. - A Picatinny engineer received a prestigious LATINA Style Distinguished Service Award during... **More**



RDECOM earns Superior Unit Award

Army officials named the Research, Development and Engineering Command as winners of the Superior Unit Award. The award... **More**



Sharing the songs in her heart

Tammy Hughes spent the most of her childhood singing in her hometown, then traveled with a famous oldies band, and now... **More**



Ft. Belvoir BRAC

<http://www.belvoirnewvision.com>



Belvoir
NEW VISION

search

HOME OVERVIEW MULTIMEDIA & PRESS ROOM FAQs CONTACT LINKS

Click here to view the Sep

**Fort Belvoir's Transformation:
Making the Vision Real**

Belvoir BRAC News

On-Post Road Closures/Detours, Updated November 12, 2010

Army Single Face to Industry- Acquisition Business Website

Federal Business Opportunities Website

Sign up for Belvoir BRAC News

What's New

September 2010 Newsletter

Rendering courtesy of the U.S. Army; photo by Gary Fike; photo by Marc Barnes, USACE; photo

General Services Administration

<http://www.gsa.gov/>

The screenshot shows the U.S. General Services Administration (GSA) website homepage. At the top, there is a navigation bar with links: HOME, BUILDINGS, PRODUCTS, SERVICES, TECHNOLOGY, POLICY, and ABOUT GSA. A search bar is located in the top right corner. Below the navigation bar, there is a banner for "Gov Gab" with the text "Join the celebration and get great government info in a whole new way at www.GovGab.gov".

The main content area is divided into several sections:

- Travel Resources:** Includes links for Per Diem Rates, POV Mileage Reimbursement Rates, E-Gov Travel, Lodging Programs, and Airfares: City Pair Program.
- GSA Contracts and Schedules:** Includes links for GSA Schedules, Disaster Recovery Purchasing, Technology Contracts, GSA GWACs, and GSA eLibrary.
- Publications, Resources, and Reports:** Includes links for Annual Reports, Catalogs and Publications, Congressional Testimony, Emergency Management, Fleet Reports, Freedom of Information Act, OIG Reports, News Releases, No Fear Act Postings, Significant Guidance, and Speeches.
- Most Requested Links:** Includes links for Per Diem Rates, Travel Resources, GSA Advantage!, GSA Schedules, Gov't Property for Sale, Forms Library, Careers at GSA, GSA eLibrary, and Regulations: FAR, FMR, FTR.
- For Government Employees and Agencies:** Includes links for DoD Customers, Buy Online Now with GSA Advantage!, GSA eLibrary, Online Billing Information, Policy Overview, How to Go Green, State and Local Governments, Rent on the Web, and For Building Managers.
- For Contractors and Vendors:** Includes links for Getting on Schedule, Vendor Support Center, Small Business Assistance, Service-Disabled Veterans, Marketing to the Federal Government, and Emergency Disaster Relief.
- For Citizens and Consumers:** Includes links for Consumer Information, Gov't Property for Sale, Regulations.gov, Child Care, FraudNet, and Catalog of Fed. Domestic Assist.

On the right side of the page, there are several sidebar sections:

- About GSA:** Includes links for Staff Directory, GSA Regions, GSA News Room, GSA Organization, Inspector General, Organization Chart, Careers at GSA, and QuickLinks to GSA Topics.
- Presidential Transition:** Includes a link for GSA's Role in the Transition.
- GSA Events:** Includes a link for Vendors Seeking Government Contracts.
- Training from GSA:** Includes links for Contracts & Acquisition Training and How to Get on Schedules.
- GSA Organizations:** Includes a dropdown menu for "Choose..." and a "GO" button.
- GSA Regions by State:** Includes a "Choose State:" dropdown menu with "AK" selected and a "GO" button.

At the bottom of the page, there are logos for E-GoV, the White House (President George W. Bush), ExpectMore.gov, and USA.gov (Government Made Easy). Below the logos, there is a link for "Other suggested sites" and a footer with links for Help, Sitemap, Accessibility Aids, Linking, Privacy and Security, and Contact Us.

GSA Vendor Support Center

www.gsa.gov/vendorsupportcenter



The screenshot displays the GSA Vendor Support Center website. At the top, there is a navigation bar with links for Home, Regions, Staff Directory, Careers, Forms, e-Tools, and QuickLinks. Below this is the GSA logo and the text "U.S. General Services Administration". A search bar is located on the right side of the header. The main content area features a dark blue banner with three tabs: "WHAT GSA OFFERS", "DOING BUSINESS WITH GSA", and "LEARN MORE". Below the banner is a breadcrumb trail: "Home > About GSA > e-Tools > Supply & Procurement e-Tools > Vendor Support Center". On the left side, there is a sidebar with a red header "Supply & Procurement e-Tools" and a list of links: Overview, Federal Procurement Data System, GSA Advantage!, GSA Carbon Footprint Tool, GSA Global Supply, GSA eLibrary, Green Products Compilation, Schedule Sales Query, Vendor Support Center (highlighted with a red arrow), eBuy, and eOffer/eMod. The main content area has the title "Vendor Support Center" and a paragraph explaining that the VSC is the online source for vendors to obtain information, review and report sales, and more. It also mentions that the VSC contains information regarding the Multiple Award Schedule (MAS) Express Program. A paragraph below states that the VSC maintains a staff ready to assist vendors in the preparation and submission of electronic catalog files to GSA Advantage!®, and in the submission and reporting of sales data. Vendors may contact the VSC staff Monday - Friday, 7:30 a.m. - 5:30 p.m. Eastern Time, on (877) 495-4849, or via email at vendor.support@gsa.gov. A note at the bottom of the main content area states that the shortcut to this page is www.gsa.gov/vendorsupportcenter. At the very bottom, there is a footer with social media icons for Print, Email, Favorites, Twitter, Facebook, and Share, along with the text "Last Reviewed 07/08/2010".

Home | Regions | Staff Directory | Careers | Forms | e-Tools | QuickLinks

GSA U.S. General Services Administration

Search This Site SEARCH

WHAT GSA OFFERS DOING BUSINESS WITH GSA LEARN MORE

Home > About GSA > e-Tools > Supply & Procurement e-Tools > Vendor Support Center

Supply & Procurement e-Tools

- Overview
- Federal Procurement Data System
- GSA Advantage!
- GSA Carbon Footprint Tool
- GSA Global Supply
- GSA eLibrary
- Green Products Compilation
- Schedule Sales Query
- Vendor Support Center**
- eBuy
- eOffer/eMod

Vendor Support Center

The [Vendor Support Center \(VSC\)](#) is the online source for vendors to obtain information, review and report sales, and more. The VSC website contains a wealth of information to assist both [GSA Schedule](#) and [Governmentwide Acquisition Contract \(GWAC\)](#) contractors in fulfilling the contract administration requirements of their respective contracts. Online information is available 24 hours a day, 7 days a week.

The VSC also contains information regarding the Multiple Award Schedule (MAS) Express Program, a specialized program designed to simplify, streamline, and ultimately accelerate the process for vendors to obtain GSA Schedule contracts.

The VSC maintains a staff ready to assist vendors in the preparation and submission of electronic catalog files to [GSA Advantage!®](#), and in the submission and reporting of sales data. Vendors may contact the VSC staff Monday - Friday, 7:30 a.m. - 5:30 p.m. Eastern Time, on (877) 495-4849, or via email at vendor.support@gsa.gov.

The shortcut to this page is www.gsa.gov/vendorsupportcenter

Last Reviewed 07/08/2010

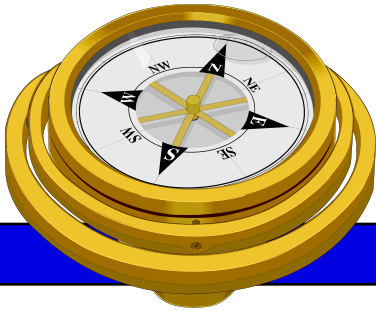
Print Email Favorites Twitter Facebook Share

General Services Administration E-library

<http://www.gsaelibrary.gsa.gov>

The screenshot displays the GSA eLibrary website. At the top, the header includes the GSA eLibrary logo, the text "GSA Federal Acquisition Service", and navigation links for Home, eBuy - quotes, GSA Advantage - online shopping, and Help. The main content area is divided into several sections:

- Welcome!** A text block stating that GSA eLibrary is a one-stop source for the latest GSA contract award information, aiming to deliver excellent acquisition services with the best value in cost, quality, and service.
- Search** A section with a search bar, a dropdown menu set to "all the words", and a "Search" button. Below the search bar, it prompts users to "enter Keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/CWAC Number" and provides a link to "View an Alphabetical Listing of available Contractors (a-z)".
- Category Guide** A section with a grid of links to various product categories, including Fall/Winter, Building & Industrial, Furniture & Furnishings, IT Solutions & Electronics, Law Enforcement, Fire, & Security, Recreation & Apparel, Services, Travel & Transportation Solutions, Wildland Fire & Equipment, Hurricane Response Supplies & Services, Disaster Relief, Hospitality, Cleaning, & Chemicals, Laboratory, Scientific, & Medical, Office Solutions, Security Solutions, Tools, Hardware, & Machinery, and Vehicles & Watercraft.
- Quick Schedule** A section with a "Go to" dropdown menu set to "- schedule -" and a "Go" button.
- Schedule Contracts** A section with a brief description of GSA schedule contracts and links to "View schedule contracts", "GSA schedules info", and "VA schedules info".
- Technology Contracts** A section with a brief description of GSA technology contracts and links to "View technology contracts" and "GSA technology contracts info".
- State and Local Governments** A section with a brief description of cooperative purchasing and links to "View participating vendors" and "Cooperative Purchase FAQ".
- News...** A section with a headline "Attention Tire Customers" and a paragraph stating that beginning January 1, 2010, Schedule 26 I will be merged into 23 V - Vehicle Multiple Award Schedule, and that the same Special Item Numbers (SINs) from schedule 26 I will be added to schedule 23 V, making them easy to identify. For more information, it directs users to GSA's Vehicle and Products website.



How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ✓ Determine who buys your goods or services
- ✓ Familiarize yourself with government contracting procedures.
- ✓ Seek additional assistance as needed.
- Explore subcontracting opportunities
- **Focus** and Market your firm

OSDBU Interagency Council

www.osdbu.gov/

Today: 11/12/2010 | This page last updated: 11/08/2010 17:28:44



Federal OSDBU Directors Interagency Council

Google Custom Search Go

[Home](#) | [About Us](#) | [General](#) | [Key Issues & Topics](#) | [Working Groups](#) | [Resources](#)

WELCOME

Welcome to the Federal Office of Small and Disadvantaged Business Utilization Directors Interagency Council ("OSDBU Council") website. The OSDBU Council is an informal organization of Federal small business program officials that comes together monthly to exchange and discuss information on acquisition methods, issues and strategies; small business program initiatives and processes; and small business related outreach events that permit their respective agencies to increase their utilization of small businesses as prime and subcontractors to meet their annual requirements for services and goods.

The OSDBU Council is led by the Directors of the Federal OSDBUs who individually work closely with the U. S. Small Business Administration in the implementation of the Federal small business contracting programs.

Each year, the OSDBU Council convenes an OSDBU Directors' Procurement Conference which brings together small business owners and representatives, large corporations, and Federal small business officials from throughout the country.

News

- OSDBU Council Elects Officers for Fiscal Year 2010
- Success Story: Quality Support, Inc.
- Success Story: Media Fusion, Inc.

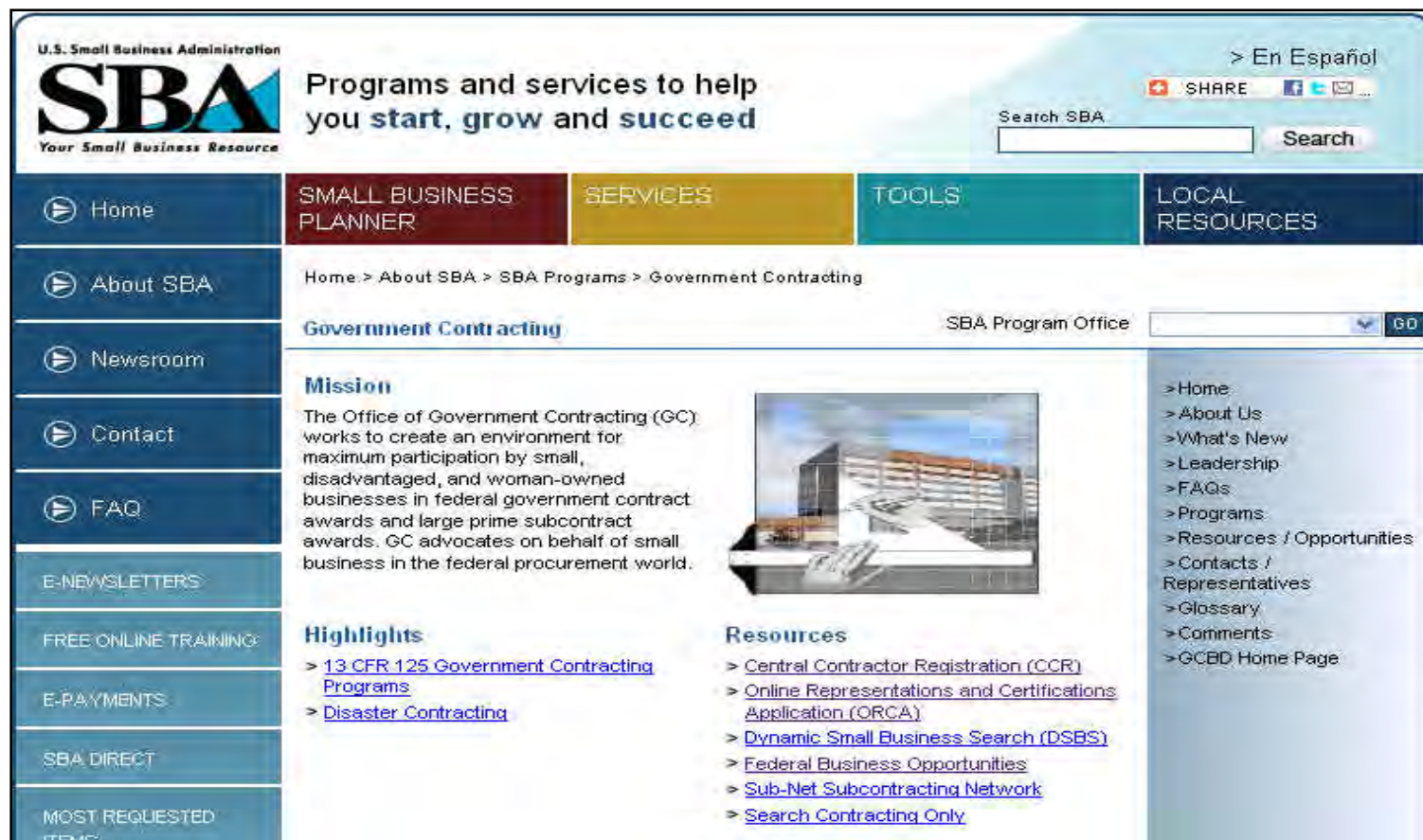
Free GSA/EPA Workshops



Reduce Small Business

SBA Government Contracting Assistance

<http://www.sba.gov/gc/>



The screenshot displays the SBA Government Contracting website. At the top, the SBA logo is accompanied by the text "U.S. Small Business Administration" and "Your Small Business Resource". To the right, there is a language selector for "En Español", social media sharing icons, and a search bar labeled "Search SBA". Below the header, a navigation bar includes links for "Home", "About SBA", "Newsroom", "Contact", and "FAQ". A secondary navigation bar features "SMALL BUSINESS PLANNER", "SERVICES", "TOOLS", and "LOCAL RESOURCES". The main content area is titled "Government Contracting" and includes a breadcrumb trail: "Home > About SBA > SBA Programs > Government Contracting". A "Mission" section describes the role of the Office of Government Contracting (GC) in supporting small, disadvantaged, and woman-owned businesses. A "Highlights" section lists links to "13 CFR 125 Government Contracting Programs" and "Disaster Contracting". A "Resources" section provides links to various tools and programs, including "Central Contractor Registration (CCR)", "Online Representations and Certifications Application (ORCA)", "Dynamic Small Business Search (DSBS)", "Federal Business Opportunities", "Sub-Net Subcontracting Network", and "Search Contracting Only". An image of a modern building is featured in the center. On the right side, a sidebar contains a list of links: "> Home", "> About Us", "> What's New", "> Leadership", "> FAQs", "> Programs", "> Resources / Opportunities", "> Contacts / Representatives", "> Glossary", "> Comments", and "> GCBD Home Page".

Business.Gov

<http://www.business.gov/>

A screenshot of the Business.GOV website. The header features the logo "Business.GOV" with the tagline "THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT" and a "BOOKMARK" button. The main content area shows a woman drawing a flowchart on a whiteboard: "BUSINESS PLAN" at the top, followed by a sequence of icons and text: a question mark, an arrow, a lightbulb, an arrow, the word "WORK", an arrow, and a dollar sign. Below this, a grey box titled "This Month: Being an Entrepreneur" lists eight topics in two columns. On the right, a sidebar contains a search bar, a "View All Topics" link, and a list of categories: "Start a Business", "Register a Business", "Loans & Grants", "Run a Business", "Business Law", "Business Opportunities", "Business Types & Industries", "State & Local", and "About Us".

Business.GOV
THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT

BOOKMARK

BUSINESS PLAN

? →  → WORK → \$

This Month: Being an Entrepreneur

- » Assessing Your Readiness
- » Turn Ideas Into a Reality
- » Startups and High Growth Business
- » An Entrepreneur's Checklist
- » Words of Inspiration
- » Starting a Business as a Minor
- » Big Ideas vs. Daily Tasks
- » Minority Entrepreneurs

Search Federal, State & Local Sites

View All Topics

Start a Business
Business Plans, Start Up Steps ...

Register a Business
DBA, Licenses, Incorporation ...

Loans & Grants
Loans, Grants, Venture Capital ...

Run a Business
Insurance, Marketing, Taxes ...

Business Law
Labor Law, Posters, Trademarks ...

Business Opportunities
Contracting, Franchises, Export ...

Business Types & Industries
Home Based, Women Owned, Restaurants...

State & Local
Doing business in your state

About Us

SBA SBDC Listings

<http://www.sba.gov/sbdc>

The screenshot displays the SBA SBDC website. At the top, the SBA logo is on the left, and the text "Programs and services to help you start, grow and succeed" is on the right. A search bar and a "GO" button are also present. Below the header, there is a navigation menu with links to Home, About SBA, Newsroom, Contact, and FAQ. The main content area is titled "Office of Small Business Development Centers Entrepreneurial Development" and includes a "Mission" statement, "Highlights" (with links to Antonio Doss, EDMIS, Faith-Based Initiatives, Veterans & Reservists Assistance, SBDC National Clearinghouse, and SBA's Drug Free Work Place Program), and "Resources" (with links to SBDC en Espanol, SBDC Locator, Association of SBDC's, Information for SBDC funding recipients, and Listen to Portable Assistance Training). A sidebar on the right contains a "SBA Programs" dropdown menu and a list of links: Home, About Us, SBDC en Espanol, SBDC Locator, Info, SBDC Funding Recipients. The footer contains various government and organizational links, including USA.gov, E-Gov, Regulations.gov, White House, SBW 2009, Inspector General, MedWeek 2008, Privacy & Security, Information Quality, FOIA, No Fear Act, ADA, About Site, Contact, SBA Jobs, and Site Map.

U.S. Small Business Administration
SBA
Your Small Business Resource

Programs and services to help you start, grow and succeed

> En Español

Search SBA GO

Home SMALL BUSINESS PLANNER SERVICES TOOLS LOCAL RESOURCES

About SBA

Newsroom

Contact

FAQ

E-NEWSLETTERS

FREE ONLINE TRAINING

E-PAYMENTS

MARKETING AND OUTREACH

MOST REQUESTED ITEMS

Home > About SBA > SBA Programs > Office of Small Business Development Centers

Office of Small Business Development Centers
Entrepreneurial Development

SBA Program Office SBA Programs

Mission

The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services.

Highlights

- > [Antonio Doss - Associate Administrator](#)
- > [EDMIS](#)
- > [Faith-Based Initiatives](#)
- > [Veterans & Reservists Assistance](#)
- > [SBDC National Clearinghouse](#)
- > [SBA's Drug Free Work Place Program](#)

Resources

- > [SBDC en Espanol](#)
- > [SBDC Locator](#)
- > [Association of SBDC's](#)
- > [Information for SBDC funding recipients](#)
- > [Listen to Portable Assistance Training](#)

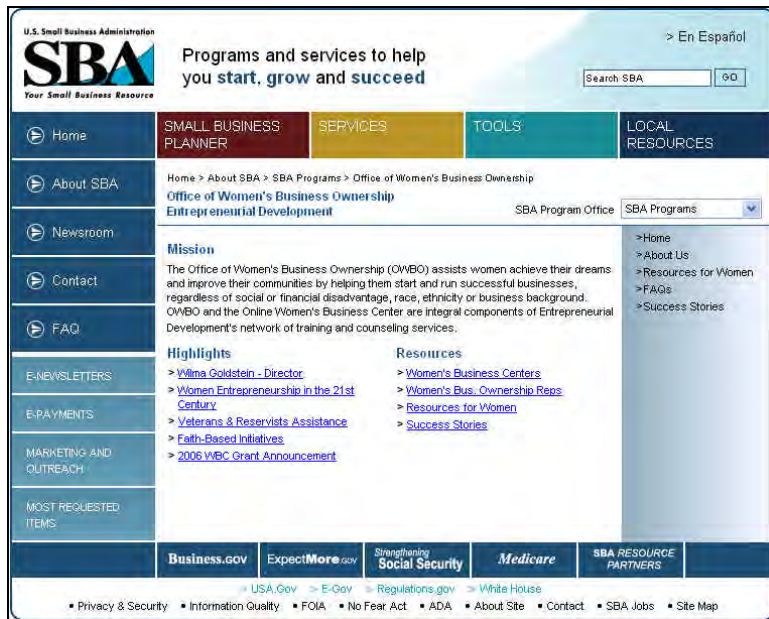
> Home
> About Us
> SBDC en Espanol
> SBDC Locator
> Info, SBDC Funding Recipients

Business.gov ExpectMore.gov Strengthening Social Security Health Care SBA RESOURCE PARTNERS ENERGY STAR

> USA.gov > E-Gov > Regulations.gov > White House > SBW 2009 > Inspector General > MedWeek 2008

Privacy & Security Information Quality FOIA No Fear Act ADA About Site Contact SBA Jobs Site Map

Woman's Business Web Sites



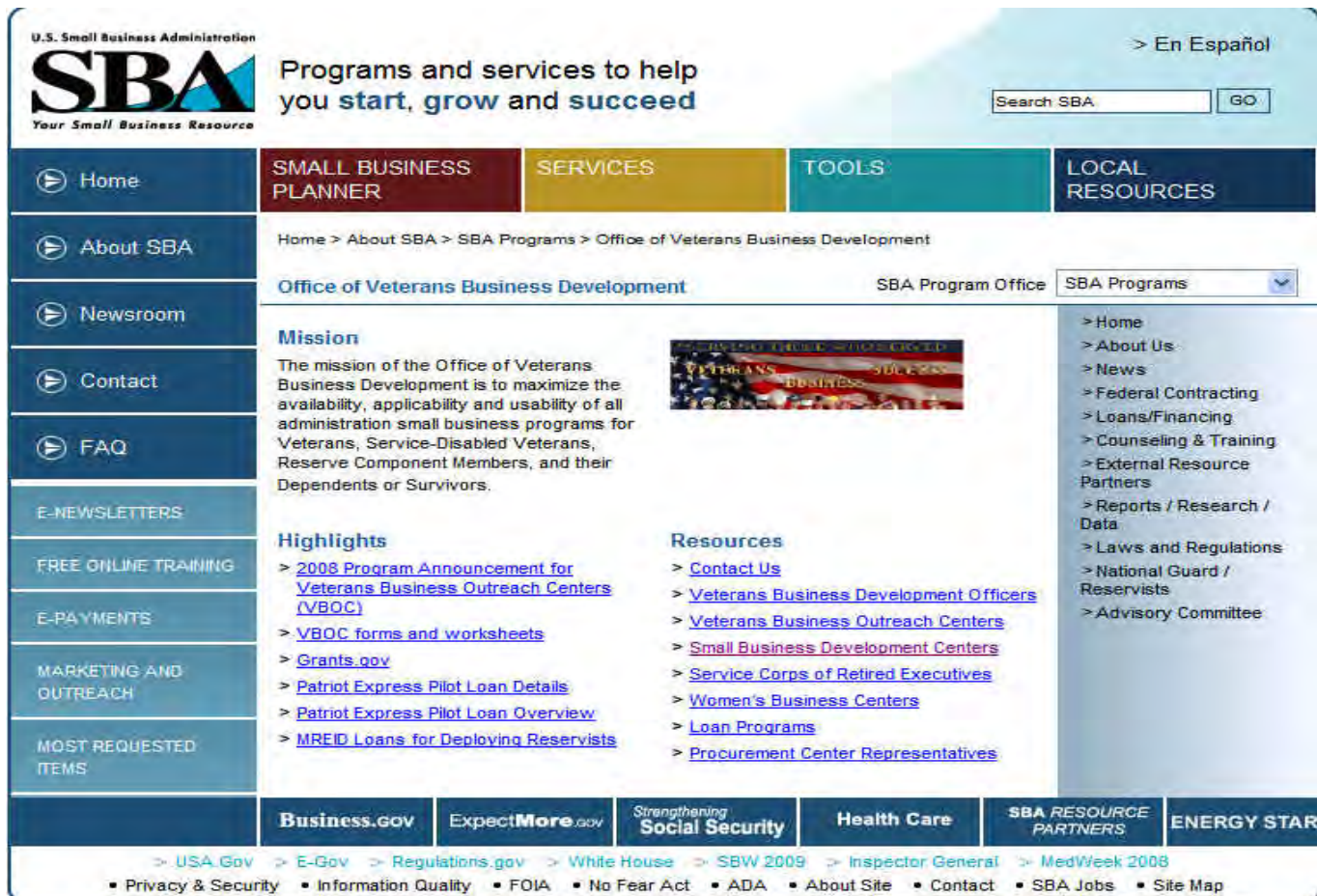
www.onlinewbc.gov/

www.womenbiz.gov



SBA VETS

<http://www.sba.gov/VETS/>



The screenshot displays the SBA VETS website interface. At the top, the SBA logo is accompanied by the text "U.S. Small Business Administration" and "Your Small Business Resource". To the right, there is a search bar labeled "Search SBA" with a "GO" button, and a link to "En Español". Below the header, a navigation bar includes links for "Home", "About SBA", "Newsroom", "Contact", and "FAQ". The main content area is divided into several sections: "Mission" (describing the office's goal to maximize business program availability for veterans), "Highlights" (listing recent announcements and grants), and "Resources" (providing links to various SBA programs and services). A sidebar on the right contains a list of links such as "Home", "About Us", "News", "Federal Contracting", "Loans/Financing", "Counseling & Training", "External Resource Partners", "Reports / Research / Data", "Laws and Regulations", "National Guard / Reservists", and "Advisory Committee". The footer features a row of logos for "Business.gov", "ExpectMore.gov", "Strengthening Social Security", "Health Care", "SBA RESOURCE PARTNERS", and "ENERGY STAR". Below these logos is a navigation bar with links to "USA.Gov", "E-Gov", "Regulations.gov", "White House", "SBW 2009", "Inspector General", "MedWeek 2008", "Privacy & Security", "Information Quality", "FOIA", "No Fear Act", "ADA", "About Site", "Contact", "SBA Jobs", and "Site Map".

U.S. Small Business Administration
SBA
Your Small Business Resource

Programs and services to help you **start, grow and succeed**

> En Español

Search SBA

Home
About SBA
Newsroom
Contact
FAQ

E-NEWSLETTERS
FREE ONLINE TRAINING
E-PAYMENTS
MARKETING AND OUTREACH
MOST REQUESTED ITEMS

SMALL BUSINESS PLANNER
SERVICES
TOOLS
LOCAL RESOURCES

Home > About SBA > SBA Programs > Office of Veterans Business Development

Office of Veterans Business Development SBA Program Office

Mission
The mission of the Office of Veterans Business Development is to maximize the availability, applicability and usability of all administration small business programs for Veterans, Service-Disabled Veterans, Reserve Component Members, and their Dependents or Survivors.

Highlights
> [2008 Program Announcement for Veterans Business Outreach Centers \(VBOC\)](#)
> [VBOC forms and worksheets](#)
> [Grants.gov](#)
> [Patriot Express Pilot Loan Details](#)
> [Patriot Express Pilot Loan Overview](#)
> [MREID Loans for Deploying Reservists](#)

Resources
> [Contact Us](#)
> [Veterans Business Development Officers](#)
> [Veterans Business Outreach Centers](#)
> [Small Business Development Centers](#)
> [Service Corps of Retired Executives](#)
> [Women's Business Centers](#)
> [Loan Programs](#)
> [Procurement Center Representatives](#)

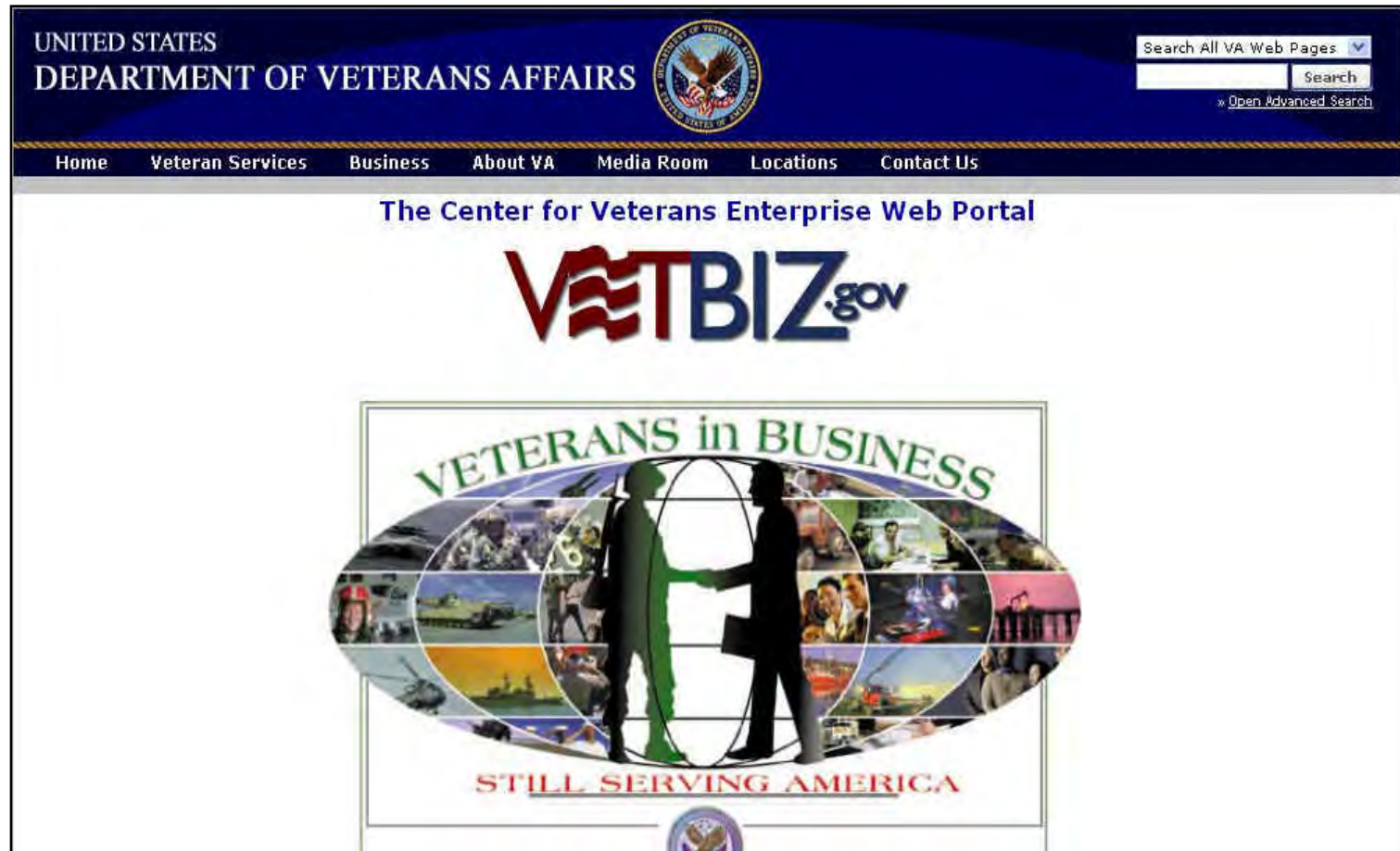
> Home
> About Us
> News
> Federal Contracting
> Loans/Financing
> Counseling & Training
> External Resource Partners
> Reports / Research / Data
> Laws and Regulations
> National Guard / Reservists
> Advisory Committee

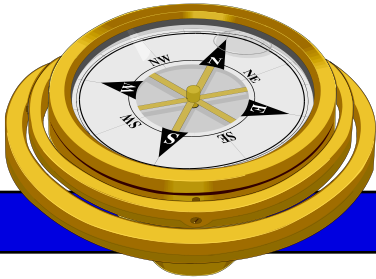
Business.gov **ExpectMore.gov** **Strengthening Social Security** **Health Care** **SBA RESOURCE PARTNERS** **ENERGY STAR**

> USA.Gov > E-Gov > Regulations.gov > White House > SBW 2009 > Inspector General > MedWeek 2008
• Privacy & Security • Information Quality • FOIA • No Fear Act • ADA • About Site • Contact • SBA Jobs • Site Map

Center for Veteran's Enterprise

www.vetbiz.gov/





How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ✓ Determine who buys your goods or services
- ✓ Familiarize yourself with government contracting procedures.
- ✓ Seek additional assistance as needed.
- ✓ Explore subcontracting/teaming opportunities
- ❑ **Focus** and Market your firm

SBA SUB-Net

<http://web.sba.gov/subnet/>





How To Get Started?

- ✓ Identify your product or service (*NAICS/FSC*)
- ✓ Register
- ✓ Determine who buys your goods or services
- ✓ Familiarize yourself with government contracting procedures.
- ✓ Seek additional assistance as needed.
- ✓ Explore subcontracting/teaming opportunities
- ✓ ***Focus*** and Market your firm

Market Your Business

Associations



AFCEA



NCMA



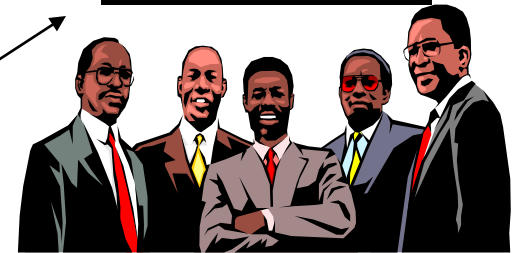
Market Research



Networking



Conferences



Targeted Sales Calls



Market Your Business



Focus!!!!



George Mason University PTAP
4031 University Drive, Suite 200
Fairfax, VA 22030
Phone: 703-277-7700
Fax: 703-352-8195
www.vaptap.org

**“bringing business and government closer
together”**



ARMY



SBIR

SMALL BUSINESS INNOVATION RESEARCH

MISSION

The Army SBIR program is designed to provide small, high-tech businesses the opportunity to propose innovative research and development solutions in response to critical Army needs.

VISION

To be the Army's premier source of innovative technology solutions, providing direct access to America's high-tech small business research and development community, enabling our Soldiers deployed around the world.

**NDIA Small Business Conference
November 17-18, 2010**

**Michael John Smith
Program Manager
HQ RDECOM
Aberdeen Proving Ground, MD**

What is SBIR?

A Congressionally mandated program...



Across federal govt (DoD, DoE, DHS, DoT, Agriculture, etc...)

To increase small business participation in federally-funded R&D

And transition small business:

- For Government Programs
- Increase Nation's Industrial Base

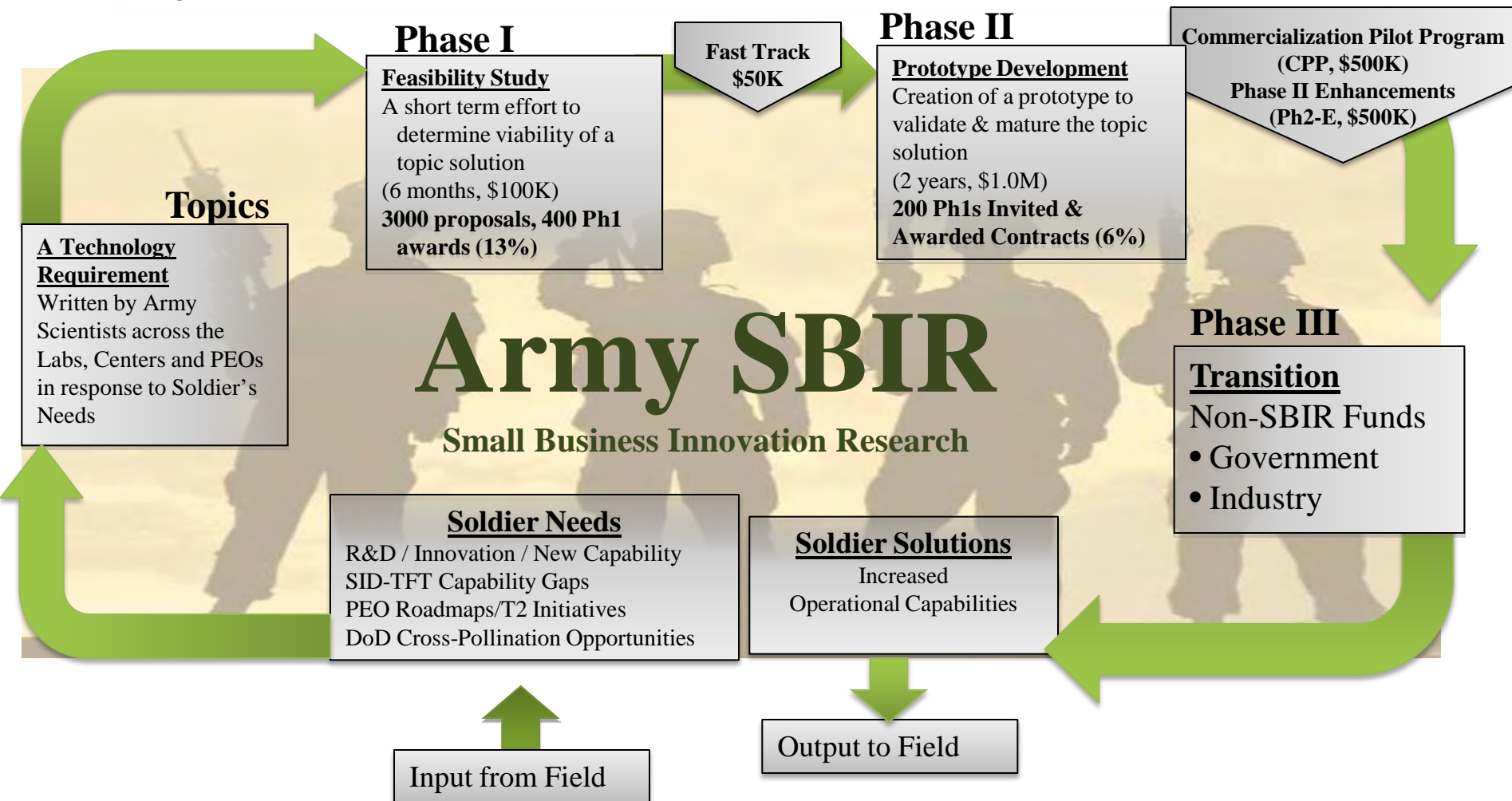
2.5% of Army \$9.9B Extramural RDT&E (\$244M for FY10)

Army wide:



AMC, Research Development and Engineering Command (RDECOM)
Army Test and Evaluation Command (ATEC)
CoE, Engineer Research and Development Center (ERDC)
MEDCOM, Medical Research and Materiel Command (MRMC)
Space & Missile Defense Command (SMDC)
DA G1, Army Research Institute (ARI)
Army Program Executive Offices (PEOs)

- **Transition** is program maturation from SBIR investment to Non-SBIR government and/or commercial investment



Program History

	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10
Budget (\$M)	\$165	\$228	\$233	\$243	\$243	\$270	\$265	\$244
# Topics	243	258	246	238	216	213	204	176
# Phase I Proposals Received	4,169	3,500	4,503	3,794	3,142	3,110	3,449	2,679*
# Phase I Awards	352	356	371	321	361	409	427	64*
# Phase II Awards	222	237	259	218	185	255	204	81*

* FY10 Source Selection is ongoing; estimates only

Army SBIR Transition Initiatives

	Fast Track	Phase II Enhancement	Commercialization
What	Expedited Phase II approval based on customer provided co-funds	Additional SBIR funding beyond phase II for RDT&E	Additional SBIR funding beyond phase II for Business Planning
Why	Opportunity to take advantage of Market (M) and Timing (T)	Increase Technical Readiness Level (TRL) and/or Manufacturing Readiness Level (MRL)	Increase Business Readiness Level (BRL)
How	Small Business Initiated	Government Initiated	Small Business Initiated
FY09 Funding Allocated	\$10M per year	\$20M per year	\$20M per year
# of FY09 Projects	5	30	25-35

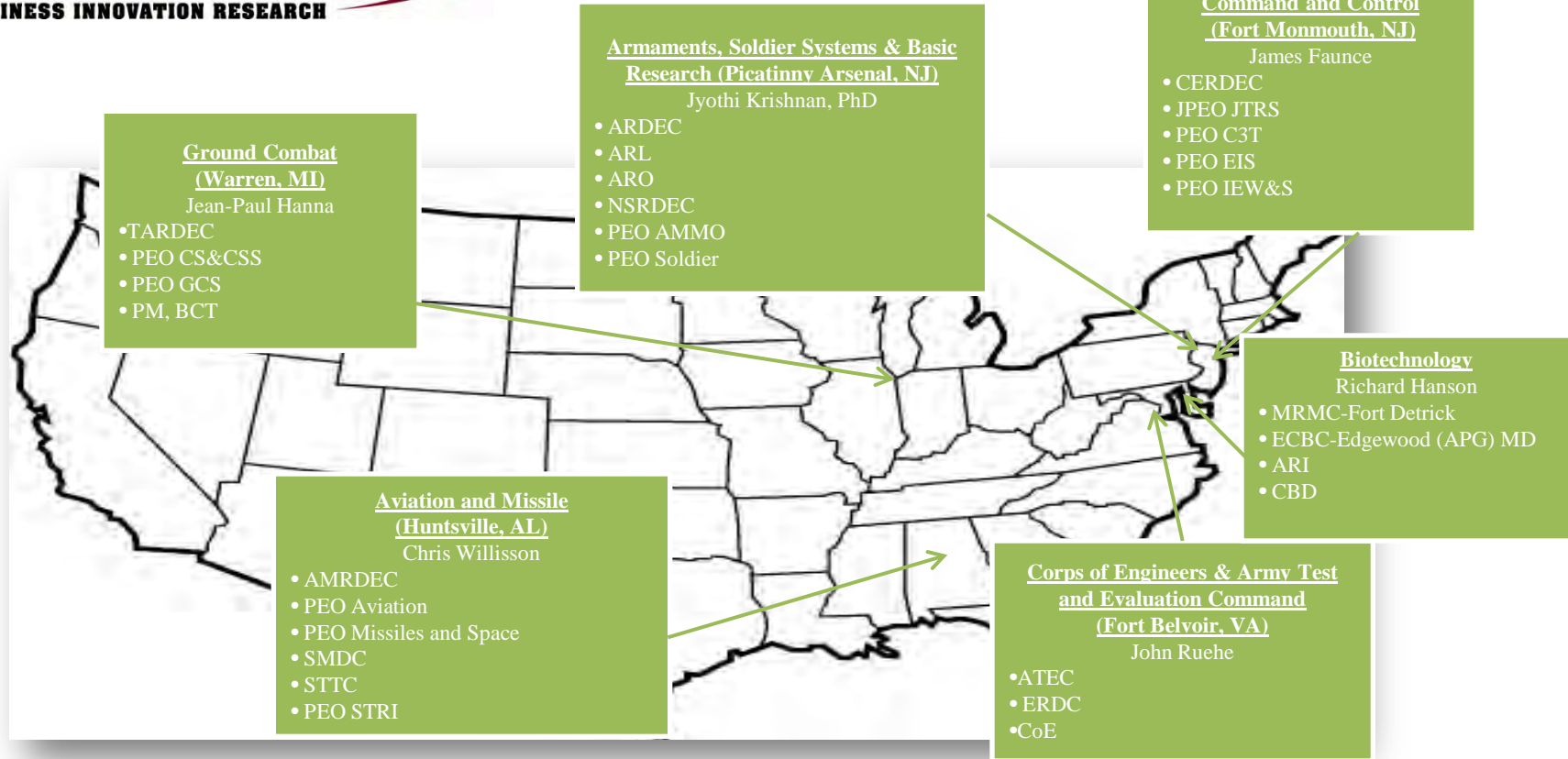
Initiatives Targeted to a Variety of Challenges

Transition Initiatives

- **Fast Track**
 - Accelerate Promising Phase 1s w/bridging resources to Phase 2
- **Phase 2 – Enhancements**
 - SBIR PMO Technical Assistance Focus (Technology Maturation)
 - PMO Lead: Phacil TAAs
- **Commercialization Pilot Program (CPP)**
 - SBIR PMO Business Assistance Focus (Business Maturation)
 - PMO Lead: MILCOM Venture Partners

Phase II Enhancements

- Purpose: To accelerate the transition to a useable technology.
- Army SBIR Phase II Enhancement provides Phase II SBIR funding to firms that require additional funding during their open Phase II contract.
- How?
 - Enhancement candidates are initially identified by the project's COR.
 - The COR, in conjunction with the TAA and the organization's PC will compile the documentation needed for PM, SBIR to make a determination.
 - Generally SBIR Phase II Enhancement funding will not exceed \$500,000 per request and funding is subject to availability and a deliberate approval process.
 - Matching funds **strongly** encouraged.
- Activities funded:
 - Further R&D
 - Modifying or building prototypes; delivering multiple copies
 - Other activities that facilitate the transition of the project to Phase III



Technical Assistance Advocates (TAAs):

- Provide expert advice and analysis to Phase I companies
- Provide expert advice and analysis to government project managers regarding technology integration roadmaps
- Coordinate with government project managers, Phase II company and stakeholders to develop transition paths (Ph II Enhancements, Ph III Plans, etc.)

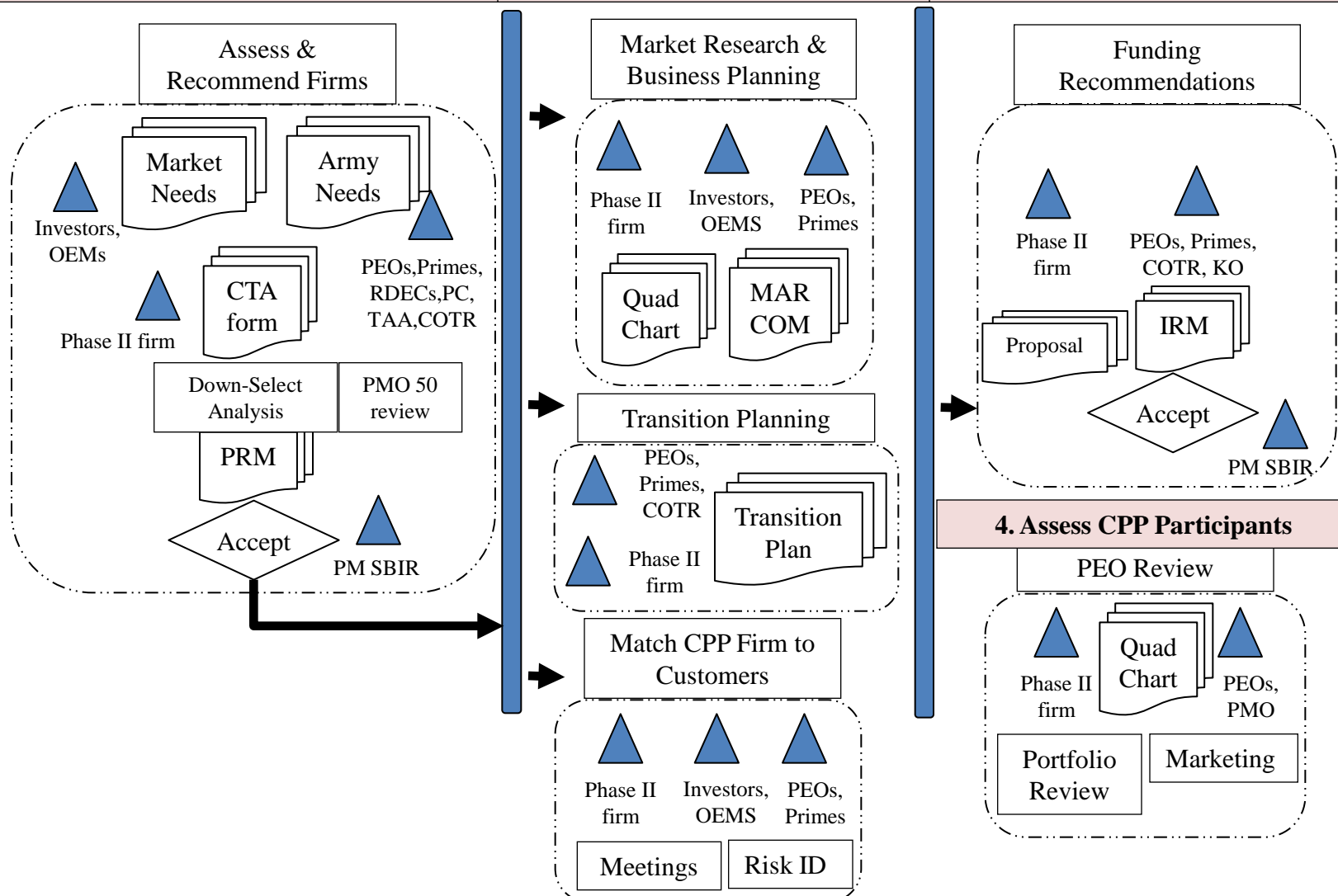
More information on TAAs and Transition Support may be found at the Army SBIR website.

Commercialization Pilot Program (CPP)

- Assess Phase II projects' commercial potential with program objectives; select 25 firms annually
 - Commercialization and Transition Assessment (CTA) Forms
- Assist selected CPP firms with commercialization
 - Marketing and business plan development
 - Facilitate customer collaboration
 - Integrate technology transition plans and business agreements
 - Identify 3rd party funding/investment opportunities

CPP Life Cycle

1. Identify CPP Participants (May) 400-600 Ph2 Companies Evaluated	2. Support CPP “Best of Breed” 25 Companies (October)	3. Fund CPP “Best of Breed” (April) \$15M Budget (avg. \$500K/firm)
---	--	--



- 2007-2009
 - 75 companies selected (25/yr)
 - 30 companies received additional year of support
 - \$45M cum. CPP Investment
 - \$357M cum. 3rd-party sales and investment
- 18 Nov 2010
 - 25 Firms Selected/Notified

Challenges and Recommendations

- **Think Transition/Commercialization Early – Before Phase I**
 - Army SBIR funding is an investment in your future
 - We want you to succeed while you help Army to succeed
- **Determine Market for the technology, Army or Commercial**
 - Tune-In To Urgent Operational Needs
 - Engage Army R&D Centers For Ongoing Focus Areas and Expanding Technology Frontiers
 - PEO/Primes -- Roadmaps/Tech Transition (T2) Initiatives
 - Crucial advocacy/buy-in needed to drive SBIR product adoption
- **Intellectual Property / Data Rights**
- **Technology/Mfg/Business Readiness Levels (TRL/MRL/BRL)**
- **Timing**
 - Contract Awards (Phase I, II, and III)
 - Integrating with PEO/Prime acquisition schedule

Self-Contained Ration Heater

Provide heat on-the-go capabilities and ease of use. It will be used within the Meal, Ready to-Eat (MRE), and the Unitized Group Ration – Express (UGR-E) for improved heating capability and mitigate DOT, EPA restrictions on current heater.

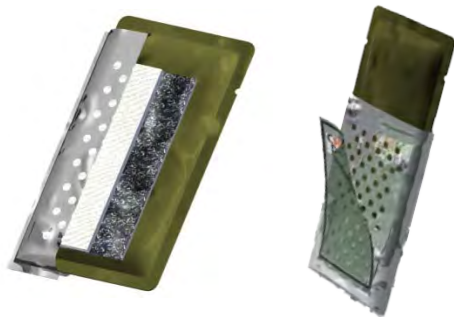
PEO SOLDIER

Natick Soldier Research and Development Center
Rechargeable Battery Corporation

Transition:

- Customer buy in from PEO Soldier
- Investment funding from MANTECH

PHASE II ENHANCEMENT SUCCESS!



Small Multi-decade Communications & Electronic Warfare Antenna

A small multi-decade communications & electronic warfare antenna for high speed, high power electronics. Potential use in the military for communication, sensors and counter measures systems.

CERDEC I2WD
First RF Corporation

Transition: \$201 M in sales to date

SBIR TRANSITION SUCCESS!



Durable, High Performance Personal Armor Plates

A durable, ceramic composite with low cost, low weight, and high performance that has been successfully commercialized as a ballistic protective insert for small arms protection.

U.S. Army Natick Soldier Research & Engineering Center
M Cubed Technologies, Inc.

Transition: \$70M+ in sales to date.

CPP TRANSITION SUCCESS!



FIRST RF Corporation

- **Number of proposals submitted to date:**
 - 45 submissions. Nine (9) Phase 1s; Seven (7) selected for Phase II.
- **First Year participating in the SBIR Program:**
 - 2003
- **When was the \$201M contract awarded:**
 - May, 2005
- **Duration (Phase I to Commercialization) \$201M contract:**
 - Phase I: December, 2003
 - Phase III Contract awarded: May, 2005
 - Total of 2 years from Phase I to commercialization
- **Number of employees**
 - 150

M Cubed Technologies, Inc.

- **Number of proposals submitted to date:**
 - 20 Submissions: Two (2) Phase I /II selections
- **First Year participating in the SBIR Program:**
 - 2001
- **When was the \$70M contract awarded:**
 - February, 2007
- **Duration (Phase I to Commercialization) \$70M contract:**
 - Phase I: 2003
 - Phase II: 2006
 - Phase III Contract awarded: February, 2007
 - Total of 4 years from Phase I to commercialization
 - Note: Sales started 13 months into a shortened 18 month Phase II, which had been accelerated 6 months due to a national wartime need for soldier survivability
- **Additional Information:**
 - 2009 Army SBIR Achievement Award winner
 - Success story featured in the 2008 Army SBIR Commercialization brochure.
- **Number of employees**
 - 300

- IAC selected as baseline HUMs platform for all SOCOM rotary aircraft, ~\$50M in product sales from Phase II efforts – acquired by Honeywell
- Sound Innovation selected as the baseline noise suppression system for MACH program (Major tri-service aircraft helmet replacement program), now addressing Ground Soldier
- Irvine Sensors closed initial \$15M SOCOM order for thermal imaging clip-on, very large Army contract potential in FY11 with good SOCOM performance
- Chatten in LRIP, received initial orders from iRobot and Foster Milller
- Kutta secured > \$6M Phase III support, achieved approval of an air worthiness qualification spec, with POR and flight test status anticipated in 2010
- VEXTEC named “America’s Most Promising Company” by Forbes magazine, expanded from ground vehicles to rotorcraft components
- ESP C-PERL provides low cost, high volume hard-to-express proteins for Army R&D, generated > \$6M in CPP product sales, entered several new contracts including a \$1.2M DTRA nerve gas prophylaxis effort and Army AIDS mitigation program at WRAIR
- RE2 has generated > \$3M revenue and secured third party financing, recently closed 150 unit robotic arm sale through Joint Robotics Office
- ESP IWT secured a \$4.5M contract from L-3 for mining applications
- Rini is completing a cooling unit for dismounted soldiers for PM Air Warrior, awarded a \$1.7M ONR contract for regulating the temperature of divers
- Scalable Network has generated military and commercial software licensing and support revenues > \$4.5M
- Orbital is positioned for multiple munitions applications and has already secured \$1.4 for work on commercial wind turbines
- IPS is in final airworthiness transition qualification to replace Apache engine generators
- Advanced Circulatory Systems, ResQVent at MRMC
- Hontek Corp: 1998-2000 Erosion Protection at AMRDEC(A)

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RESEARCH TOPIC](#)

ARMY SMALL BUSINESS INNOVATION RESEARCH PROGRAM



OUR MISSION

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs allow small, high-tech U.S. businesses (less than 500 employees) and academia the opportunity to provide innovative research and development solutions in response to critical Army needs. By capturing the tremendous and agile talents of the U.S. small business community, the SBIR and STTR programs benefit the Department of Defense (DoD), the private sector, and our national economy. This portal provides all the information necessary to participate in these programs.

10.2 PHASE I SCHEDULE

10.2 Solicitation Pre-release:
21 April - 18 May 2010
10.2 Solicitation Opens: 19 May 2010
10.2 Solicitation Closes 23 June 2010

Upcoming Events

- > **Showcase of Aberdeen Proving Ground**
June 16-17, APG, MD
More Info...
- > **2010 Beyond Phase II Conference**
September 13-17, San Antonio, TX
More Info...
- > **2010 Defense Manufacturing Conference**
November 29-December 2, Las Vegas, NV
More Info...



Life Cycle Management Command



Preparing Your Proposal to Win More Contracts – The Source Selection Trade- Off Process



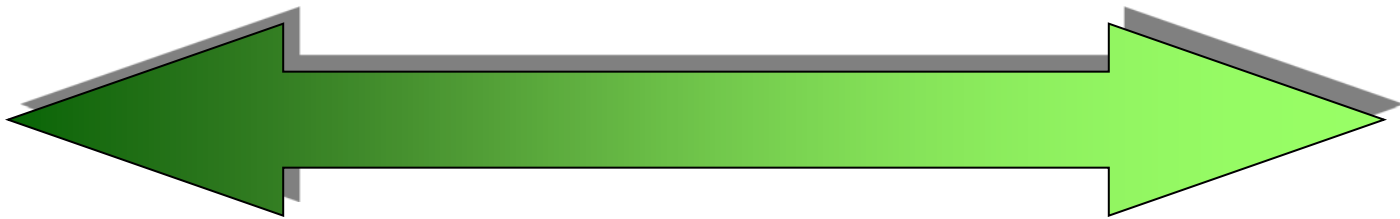
14th Annual Small
Business
Conference



Best Value Continuum – FAR 15.101

**Sealed Bidding/
Negotiated**

Negotiated



Low Price

**Technically Acceptable,
Lowest Price**

**Source
Selection
Tradeoff
Process**

**Best Value: The Expected Outcome
of an Acquisition that, in the
Government's Estimation, Provides
the Greatest Overall Benefit in
Response to the Requirement
- Army Source
Selection Manual**

The Source Selection Trade-off Process (FAR Part 15)

- **A Process**
- **Used in Competitive Negotiated Contracting**
- **To Select the Most Advantageous Offer**
- **By Evaluating and Comparing Factors in Addition to Cost or Price**

FAR 15.101-1(c): The Trade-Off Process “Permits Trade-offs among Cost or Price and non-Cost Factors and Allows the Government to Accept other than the Lowest Priced Proposal.”

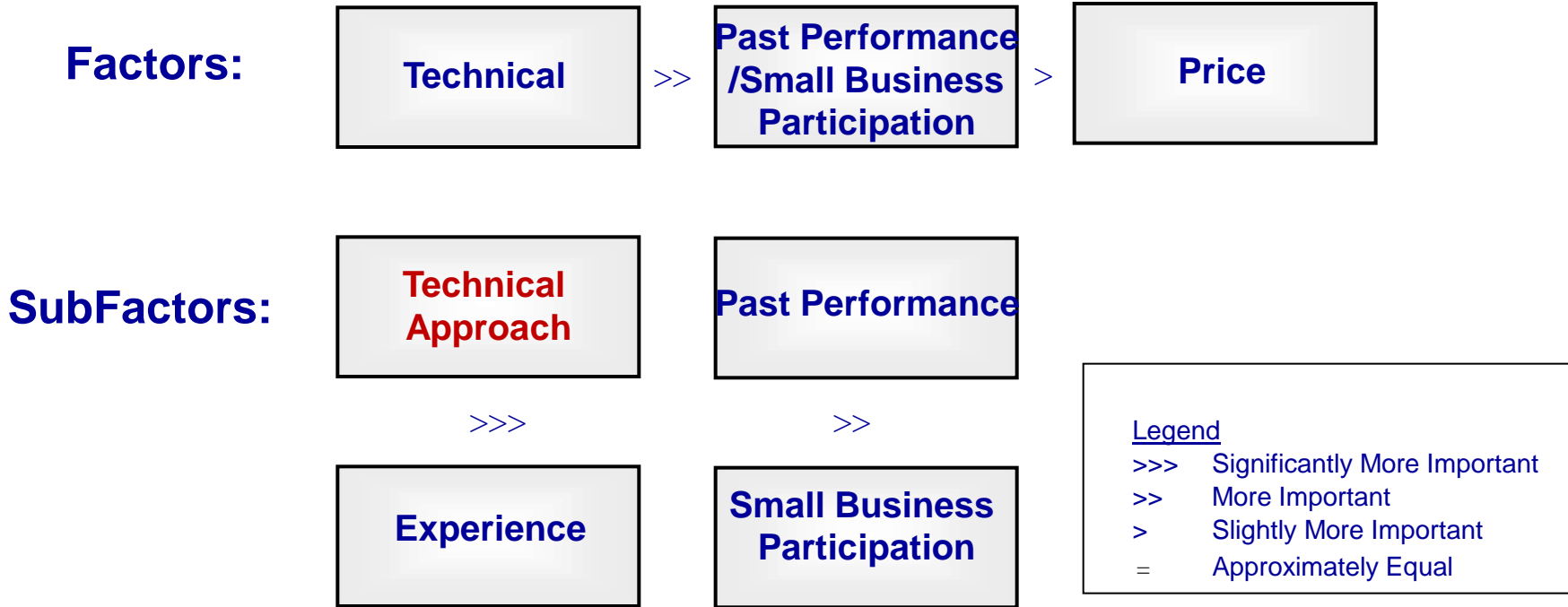
Reading Your RFP – Request for Proposal Sections (Uniform Contract Format)

A	Solicitation/Contract Form
B	Supplies or Services and Prices/Costs
<i>C</i>	<i>Description/Specifications/Work Statement</i>
D	Packaging and Marking
E	Inspection and Acceptance
<i>F</i>	<i>Deliveries or Performance</i>
G	Contract Administration Data
<i>H</i>	<i>Special Contract Requirements</i>
I	Contract Clauses
J	List of Attachments
K	Representations, Certifications, and Other Statements of Offerors
<i>L</i>	<i>Instructions, Conditions, and Notices to Offerors (Includes Proposal Preparation Instructions)</i>
<i>M</i>	<i>Evaluation Factors for Award (Identifies Basis of Award)*</i>

***EVERY COMPETITIVE SOLICITATION HAS AN “EVALUATION FACTORS FOR AWARD” SECTION ESTABLISHING THE “BASIS OF AWARD” – (RFP SECTION M IN THE UNIFORM CONTRACT FORMAT (UCF))**

Reading Your RFP Proposal Preparation Roadmap – Basis of Award & Evaluation Criteria Relative Order of Importance

M.1 Basis of Award: The Government **plans to award a single contract** for the Fighting Trailer System subject to the provisions contained herein. **The evaluation of proposals submitted in response to this solicitation shall be conducted on a source selection basis utilizing a "tradeoff" process to obtain the best value to the Government.** The Government will weigh the evaluated proposal (other than the Price Area) against the evaluated price to the Government. As part of the tradeoff determination, the relative strengths, weaknesses and risks of each proposal shall be considered in selecting the offer that is most advantageous and represents the best overall value to the Government.



PROPOSAL EVALUATION OF PROPOSAL RISK vs. PERFORMANCE RISK

- **Proposal Risk vs. Performance Risk**
 - **Proposal Risk: Risks Associated with the Offeror's Proposed Approach in Meeting the Requirements of the Solicitation.**
 - **Performance Risk: Risks Associated with an Offeror's Likelihood of Success in Performing the Solicitation's Requirements as Indicated by that Offeror's Record of Current or Past Performance**

**Source - Army Source
Selection Manual**

Sample RFP Crosswalk

Factor: Technical
Sub-Factor: **Technical Approach**

Sample RFP Crosswalk

Section C Requirements

See RFP Section C
and Applicable
Purchase Description
(PD) Paragraphs:

- Corrosion Control:
20 years IAW PD
Para 3.2.1
- Carrying Capacity:
7 Tons IAW PD Para
3.2.2
- Ground Clearance:
24 inches IAW PD
Para 3.2.3
- Trailer Weight &
Width: IAW PD Para
3.2.4
- Federal Vehicle
Trailer Certification

RFP Section L Proposal Preparation Instructions

- RFP Paragraph L.10
- Provide substantiation
supporting conformance of the
Proposed Trailer to the Purchase
Description Requirements
 - commercial literature
 - test data
 - historical information
 - analytical support
 - other supporting rationale
or design documentation
 - Corrosion Control
(PD Para 3.2.1)
 - Carrying Capacity
(PD Para 3.2.2)
 - Ground Clearance
(PD Para 3.2.3)
 - Trailer Weight, & Width
(PD Para 3.2.4)
- Provide Federal Vehicle Trailer
Certification or Milestones, with
Substantiating Data, for Obtaining
Certification

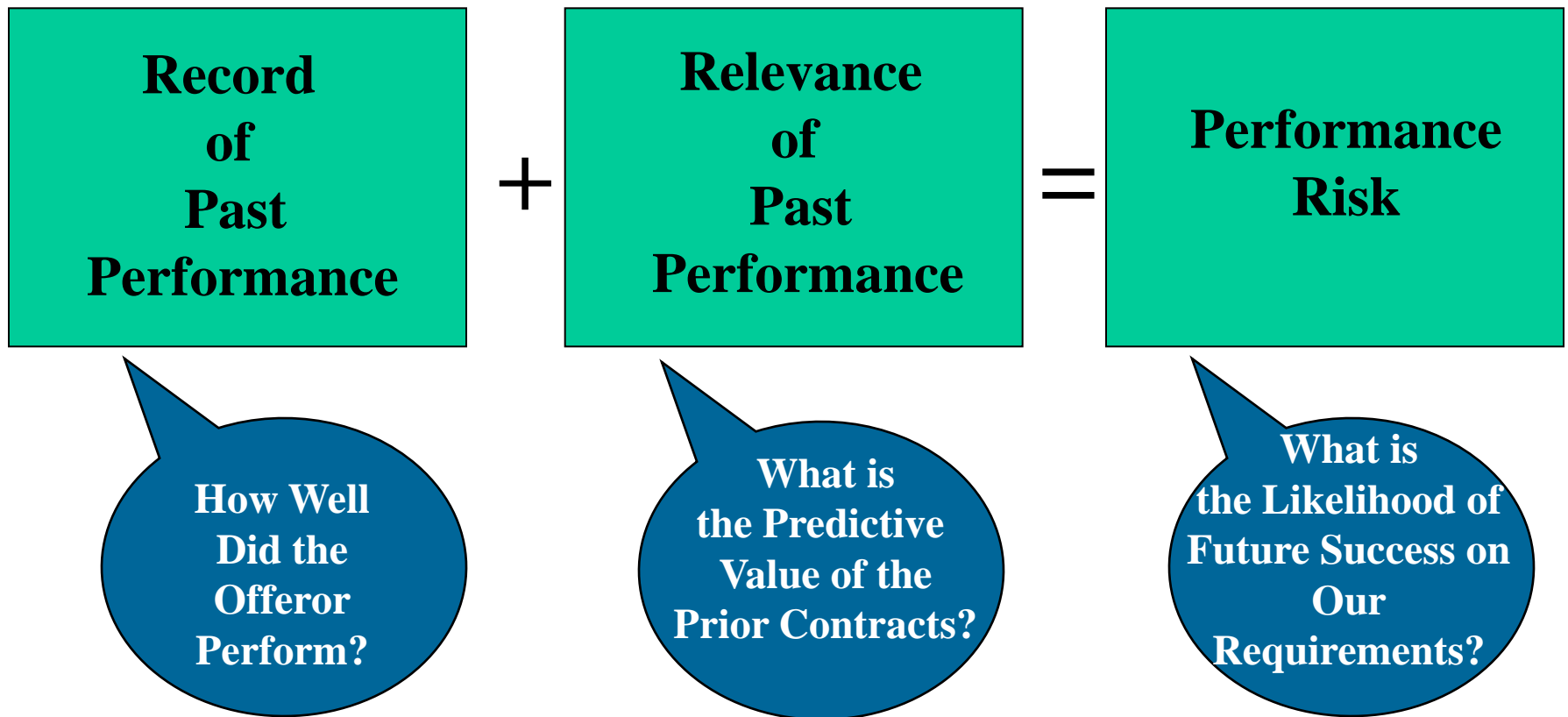
RFP Section M Evaluation Criteria

- RFP Paragraph M.10
- **Proposal Risk Probability** Offeror
will Timely Satisfy Requirements
 - Corrosion Control
(PD Para 3.2.1)
 - Carrying Capacity
(PD Para 3.2.2)
 - Ground Clearance
(PD Para 3.2.3)
 - Trailer Weight, & Width
(PD Para 3.2.4)
- Risk of Contractor Obtaining
a Federal Vehicle Trailer
Certification at the Point of the
Contract Award

Proposal Risk - Those Risks Associated
with the Offeror's Proposed Approach
in Meeting the Requirements of the
Solicitation- See RFP Section M

What is a Performance Risk

Evaluation of Past Performance



Performance Risk – Importance of Relevance/Recency

- Past Performance Assesses Performance Risk Considering both:
 - Prior Contract Performance
 - Relevance/Recency of Prior Contract Performance

Example 1

	Prior Contract Performance			Relevance/Recency of Prior Contract Performance			Performance Risk Rating
	<u>Contract 1</u>	<u>Contract 2</u>	<u>Contract 3</u>	<u>Contract 1</u>	<u>Contract 2</u>	<u>Contract 3</u>	
<u>Offeror</u> A	Excellent	Excellent	Excellent	Highly	Highly	Limited	Excellent/ Very Low Risk
B	Excellent	Excellent	Excellent	Limited	Limited	Limited	Adequate/ Moderate Risk

Reading Your RFP – When are FAR 15.306(d) Discussions Planned?

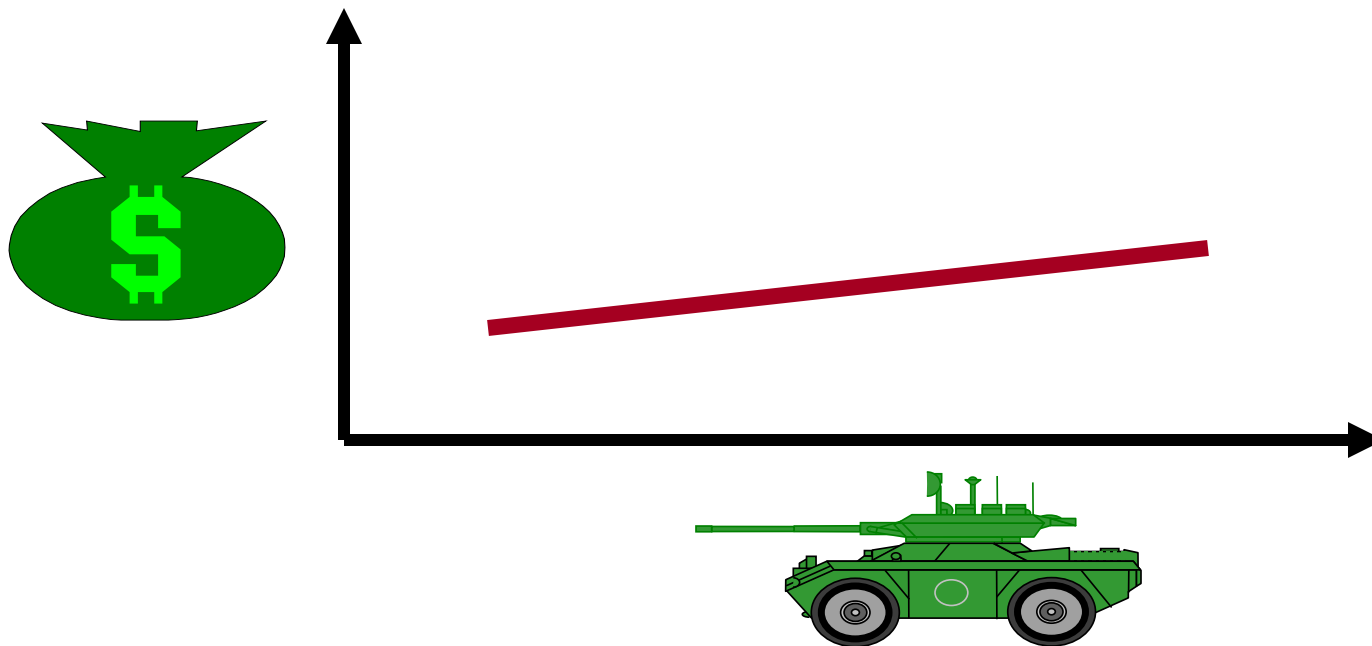
- **Does the RFP Contemplate Discussions?**
 - **FAR 52.215-1: The Government intends to Award without Discussions.**
 - **However, The Government Reserves the Right to Conduct Discussions if Necessary.**
 - **Offerors are Encouraged to Submit Proposals on Best Terms in that Discussions may not be Conducted**
 - **FAR 52.215-1(Alternate 1): The Government intends to Award a Contract after Conducting Discussions.**
 - **Offerors Still Encouraged to Submit Proposal on Best Terms in that the Competitive Range Determination will be based on the Initial Proposal Submission.**
 - **FAR & Case Law Require Conduct of Meaningful Discussions (Deficiencies, Significant Weaknesses, Adverse Past Performance)**

The Best Value Trade-off Decision

- **Is a Reasonable Business Judgment of the SSA;**
- **Based on a Comparative Analysis of the Proposals;**
- **Must be Consistent with the Stated Evaluation Criteria;**
- **Must Reflect Why Perceived Non-Cost/Price Discriminators among Offerors (e.g. Better Design, Better Past Performance, Strengths/Weaknesses) are:**
 - **Worth any Necessary Price Premium, or**
 - **Not Worth Price Premium**

Reading Your RFP – Cost vs. Non-Cost Criteria Relationship

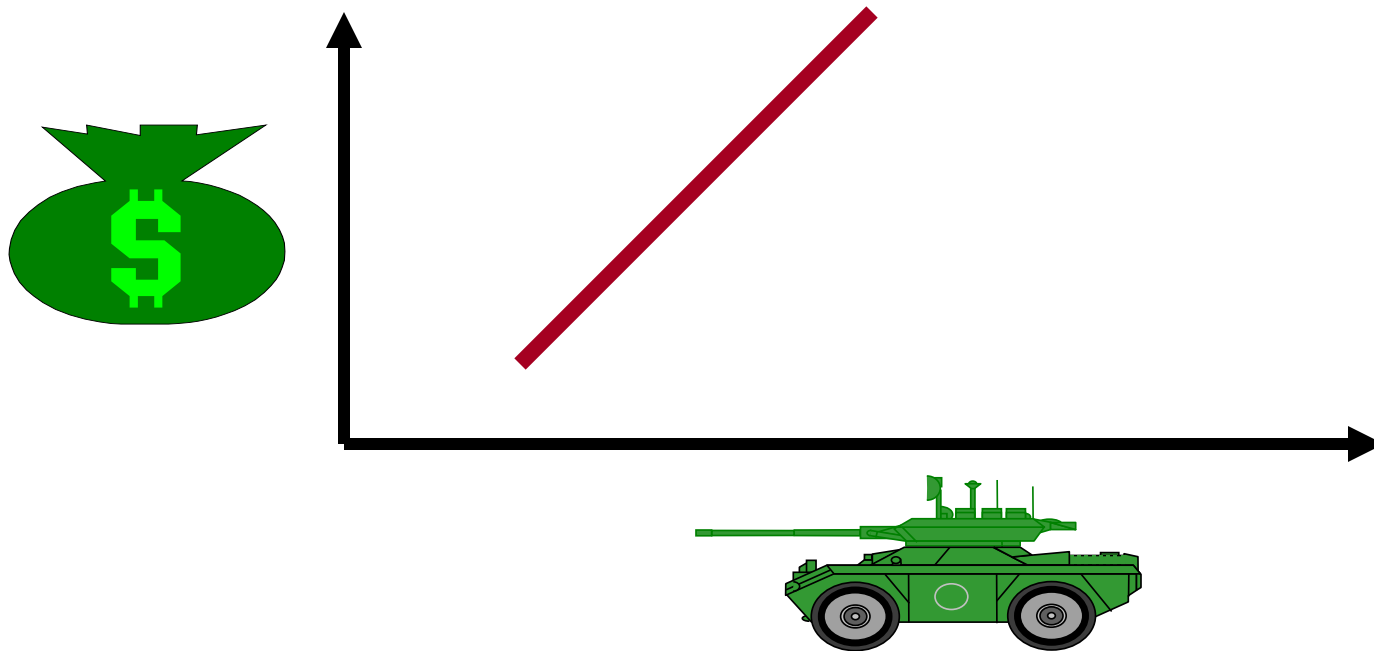
Cost/Price more important than non-Cost Factors...



**Proposal Formation Roadmap Message to Offeror:
Relatively Significant Advantages Required to Pay Higher Price.**

Reading Your RFP – Cost vs. Non-Cost Criteria Relationship

Non-Cost Factors more important than Cost/Price...



**Proposal Formation Roadmap Message to Offeror:
Willing to Pay Price Premium for Relatively Smaller Improvements .**

Understanding the Selection Process – The Best Value Trade-off Decision

The Determinative Element is not the Differences in Ratings, but the Rational Judgement of the Source Selection Authority Concerning the Significance of those Differences.

The Analysis, Ratings and Comparisons should be used as an Aid to the Source Selection Authority's Judgement - not as a Substitute for that Judgement.

Source Selection Trade-Off Example

Scenario: Past Performance is Slightly More Important than Price.

	<u>Total Evaluated Price</u>	<u>Past Performance Rating</u>	<u>Historical Contract Relevance/Recency</u>
Offeror A	\$1,000,000	Adequate/ Moderate Risk	High
Offeror B	\$1,200,000	Excellent/Very Low Risk	High
<p>Item: Turret Drive Controller – Vehicle Deadline Item</p> <p>GFM Status: GFM To M1A2 Production Line</p> <p>Safety Item: Yes - Controls Turret Spin</p> <p>Stock Status: 210 Day Supply (210 Day Delivery Schedule)</p> <p>Complexity: Moderate</p> <p>Offeror “A” Delivery History: 30% of Recent Deliveries are 30-60 Days Late</p> <p>Offeror “A” Quality History: Products Meet Requirements</p>			

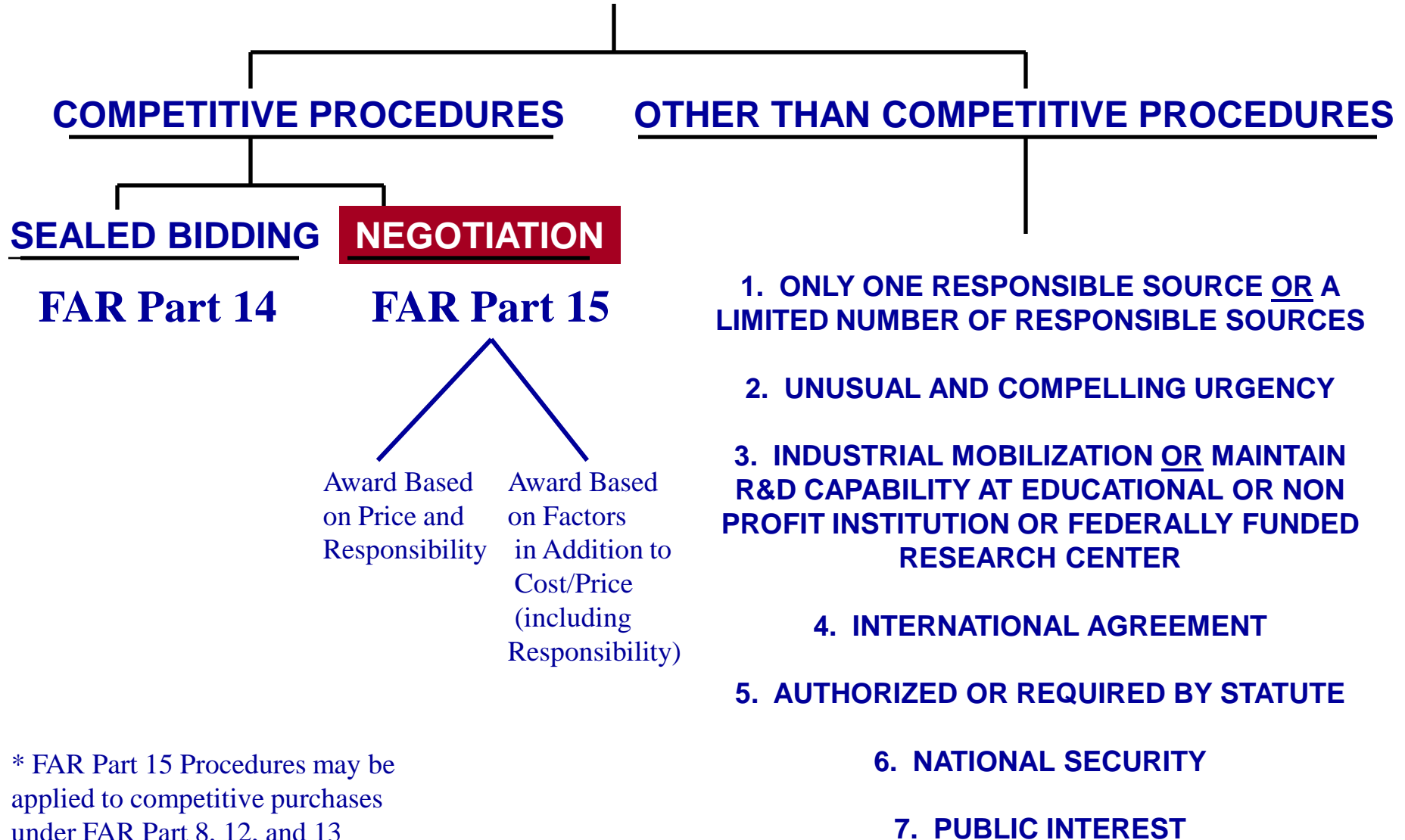
Tips and Top Source Selection Messages for Offerors

- ↑ **Read the RFP Thoroughly. In Particular:**
 - **The Requirements: Statement of Work (Section C) and Delivery Schedule**
 - **Proposal Preparation Instructions (Section L)**
 - **Basis for Evaluation and Award (Section M)**
 - **Executive Summary**
- ↑ **Crosswalk RFP Sections C, L & M To Determine Precisely What Information to Include in Your Proposal**
- ↑ **Understand the RFP Section M Relative Order of Importance Statement - It is the Road Map for Preparing Your Most Competitive Proposal**
- ↑ **The Government Will Evaluate Precisely What was Announced in the RFP**
- ↑ **Your Proposal will be Evaluated in Great Part based on Risk: This Necessitates Submission of Proposal Data Substantiating the Probability of Successful Performance - Promises or Unsupported Assertions will be Evaluated as Higher Risk**
- ↑ **Consider whether Pursuing Objective/Desired Requirements will make your Proposal more Advantageous, given the Evaluation Criteria?**
- ↑ **If Your Offer is not Selected for Award, it Typically doesn't mean you had a Poor Proposal, it means that another Proposal was Comparatively more Advantageous and a Better Value – Receiving a Debriefing may Help Improve Future Proposal Submissions**

Back-Up Slides

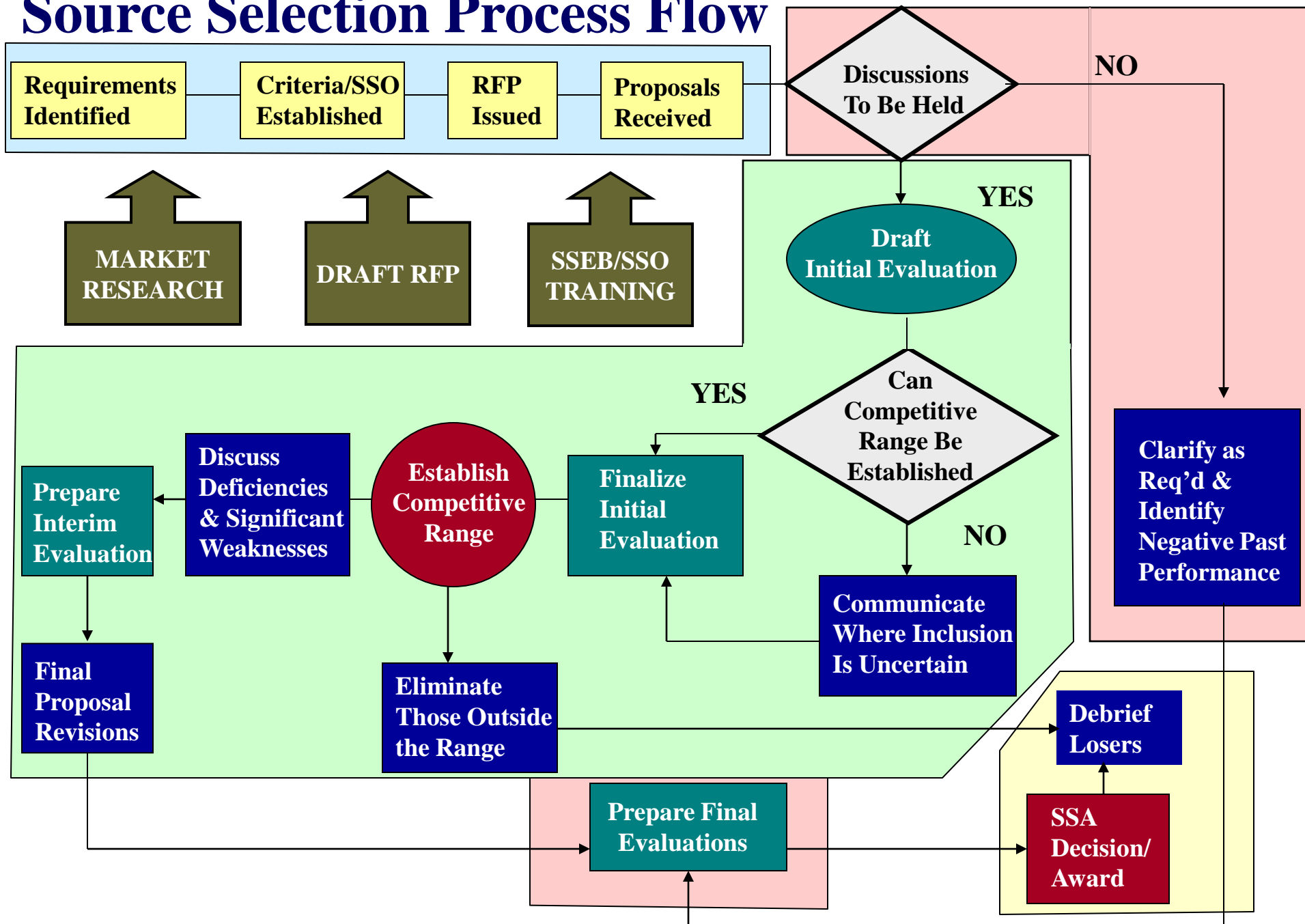
ACQUISITION UNIVERSE

FAR PART 6



* FAR Part 15 Procedures may be applied to competitive purchases under FAR Part 8, 12, and 13

Source Selection Process Flow



Technical Factor

Adjectival Rating Definitions

Evaluators will apply the Adjectival Rating which best fits their proposal assessment

Adjectival Rating	EVALUATION CRITERIA					
	Proposed Approach and Achievement of Requirements and Objectives	Feasibility & Practicality of Solutions	Proposal Clarity, Precision & Support	Understanding of Requirements & Objectives	Strengths and Weaknesses	Risk Level
Excellent	Exceptional Approach and Superior Achievement of Requirements and Objectives	Unquestionably Feasible & Practical	Exceptionally Clear/Precise & Fully Supported	Clear Understanding	Strengths far Outweigh Weaknesses	Very Low
Good	Sound Approach Fully Expected to Achieve Requirements & Objectives	Feasible & Practical	Clear/Precise & Supported	Understanding	Strengths far Outweigh Weaknesses	Low
Adequate	Generally Sound Approach Capable of Achieving Requirements & Objectives	Generally Feasible & Practical	Somewhat Clear/Precise & Partially Supported	General Understanding	Strengths and Weaknesses are Offsetting	Moderate
Marginal	Approach may not be Sound and may not be Capable of Achieving Requirements & Objectives	May Not Be Feasible or Practical	Lacks Clarity/Precision & Generally Unsupported	Not a Complete Understanding	Weaknesses Outweigh Strengths	High
Poor	Approach likely not Capable of Achieving Requirements and Objectives	Not Feasible or Practical	Lacks any Clarity/Precision & is Unsupported	Does Not Demonstrate an Understanding	Weaknesses far Outweigh Strengths	Very High

Typical Performance Risk Adjectival Rating Definitions

Evaluators will apply the rating for the definition that most closely matches the evaluation

EXCELLENT: Essentially no doubt exists that the offeror will successfully perform the required effort based on their performance record.

Risk Level: Very Low

GOOD: Little doubt exists that the offeror will successfully perform the required effort based on their performance record. *Risk Level: Low*

ADEQUATE: Some doubt exists that the offeror will successfully perform the required effort based on their performance record. *Risk Level: Moderate*

MARGINAL: Significant doubt exists that the offeror will successfully perform the required effort based on their performance record. *Risk Level: High*

POOR: It is extremely doubtful that the offeror will successfully perform the required effort based on their performance record. *Risk Level: Very High*

UNKNOWN: The offeror has little/no relevant past performance upon which to base a meaningful performance risk prediction. *Risk Level: Unknown*

Conducting Discussions

- **When Discussions are Conducted, FAR and Case Law Require Conduct of Meaningful Discussions**
 - **Deficiencies; Significant Weaknesses; Adverse Past Performance**
- **The Primary Objective of Discussions is to Maximize the Government's Ability to Obtain Best Value, Based upon the Requirements and the Evaluation Factors set forth in the Solicitation (FAR 15.306(d)(2))**
- **Not Searching for Perfect Information**
- **The Offeror Must have Sufficient Information to Understand the Government's Concern.**
- **Oral Discussions Greatly Enhance Communication, Improve Quality, Save Time and Reduce the Risk of Protest.**